We can see from the color-coded data set that campaigns that raise at least 100% of their goal are most likely to be successful. The graph comparing the range of the goal to the campaign’s success rate indicates that goals below $1000 are the most likely to be successful, and that the likelihood of successful campaigns decreases with higher set goals. The *State Count by Category* table compares parent categories to the number of successful, canceled, and failed campaigns. The overall results reveal that the food-related campaigns have the lowest overall success rate, while music-related campaigns have the highest overall success rate. The next graph details the state counts by the more specific sub-category. Overall, the most successful subcategories fall under music, with rock being the most successful subcategory; a total of 260 rock campaigns have a success rate of 100%. We can also see that plays are the most common subcategory of Kickstarter campaigns, accounting for about a quarter of the launched campaigns.

One of the limitations of the dataset includes the lack of context. Outside influences - such as the state of the economy or current issues - can influence the success of these Kickstarter campaigns. We also don’t know much about the campaigns themselves and how well they were advertised to backers. The state counts compared to the month of the campaign’s launch gives little information regarding the effect of time on the campaigns, and how each category or subcategory might change over time. Additional graphs comparing each category and its respective success over time could provide more useful information. There are some outliers on both ends, such as a hundred million dollars or zero dollars, that may throw off some of the results. It might be more useful to trim the outliers and compare the average amount of money raised to the success rates. Another limitation is that there is not enough information to apply the conclusions to individual countries since most of the campaigns are US-based. Additional tables could group countries more broadly, such as by region or continent to draw better conclusions about them. Finally, a percentage of the states of each category alongside the state counts could provide better insight. Some categories have significantly more Kickstarter campaigns, which might make them appear more successful than they are. For example, in the *State Count by Category* graph, we can see that theaters have the highest count of successful campaigns. However, the music category has a lower count but a higher percentage of successful campaigns. This is important information to consider when looking at this type of information, so both indicators should be used.

Part 2: Bonus analysis

* Use your data to determine whether the mean or the median summarizes the data more meaningfully.

I would use the median to summarize the data sets because of the high variance in both sets. For the failed campaigns, the average number of backers is 18, but 75% of the data falls below 12 backers. This indicates that the average is highly skewed by high outliers and is not a good measure of central tendency for this dataset. For the successful campaigns, the average of 194 backers also represents less than a quarter of the results, so a better measure of central tendency for this dataset would also be the median.

* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

There is significantly more variability in successful campaigns, which makes sense because the most frequent number of backers of unsuccessful campaigns is 0 and half the number of backers is below 4. An unsuccessful campaign is more likely to get very few backers, whereas a successful campaign has anywhere from 1 to 26,457 backers depending on the goal.