1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

- Generally speaking, those Kickstarters that met or exceeded their fundraising goals were successful. Though there are a few outliers which, in spite of meeting financial goals, were cancelled.

- Technology has a, comparatively, higher level of cancelled projects. Which leads me to believe that there are probably issues unique to Kickstarter programs in that sector which impact success rate.

-A program being spotlighted was highly relational to its ultimate success.

1. What are some limitations of this dataset?

-The data uses various currencies which could be all converted to a common currency, which would make the overall monetary aspect of the data uniform and easier to interpret.

- Information as to why a project was cancelled or failed would also help individuals to elucidate more information. For example, was a project cancelled because of extenuating circumstances, a failure to meet financing goals, or a change in interest by the Kickstarter founder.

1. What are some other possible tables and/or graphs that we could create?

* A breakdown of number of campaigns by country or region. For example does North America of Europe have more interest in a Kickstarter campaign?
* From there it would also be interesting to look at the success rates of programs in these areas to see if perhaps North American campaigns are more successful than European campaigns or vise versa.

BONUS Analysis:

NOTE: I couldn’t get the native statistics summary table to work in excel so I just did it “by hand.”

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.
   1. In this case the average number of backers (MEAN) is more relational to the outcome than the median number. This is a logical relationship as ultimate success of a project would stem more from general support that how many supporters mark the “middle” of the total population backing the project.
2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
   1. There is a significant amount more variability with successful projects. Though there are several logical reasons for this variance. One of the most significant that comes to mind is that the projects are simply popular endeavors and this can attract numbers far beyond the initial scope of the project. It could also be related to the projects reaching milestones and continuing along their campaign thereby gaining more data points which could increase the variability of backers. Whereas failed projects likely failed to reach these goals and thereby had relatively small numbers of backers; which decreased the likelihood of variance.