1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? Explain the reasoning behind your answers.**

We can notice that the Categories like theater, film and video, and music are categories related to some of the seven forms of art. Those categories have had more successful projects.

Our total number of **successful campaigns is 2185** and **76.8% of those campaigns** were related **to art** as you can see on the numbers below. It is important to mention that those projects were more successfully in the **spring (April, May, and June**) and in the summer start to decline.

Table

Description automatically generated

* **See April, May, and June:**

Chart, line chart

Description automatically generated

Another conclusion is that we have **countries** that art categories were more successfully than others. For example, US and GB are countries that Kickstarted campaigns related to art were more successful than other, as we can see on the below chart.

**US and GB**

Chart, bar chart

Description automatically generated

As 3rd conclusion, Journalism is a category that could be eliminate from the campaigns, since all work and inversions have not reached the goal, as all Journalism projects were canceled. Also, Journalism has not been attractive for the backers.

Chart, bar chart

Description automatically generated

1. **What are some limitations of this dataset?**

The data set does not have for how long every project has been successful **after** the campaign. Having that information projects could be encore in different countries with cultural similarities.

1. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

* The 3D charts will give us a better visualization related to successful and canceled campaigns. Mainly when we analysis the countries.
* Whiskers charts also could be beneficial to predict campaigns that would be canceled or failed, and/or repeat the successful ones.
* We can get the metric per country where campaigns were successful or failed, with the result we could focus only on those that were successful and repeat those in countries that have similarities. We can have that information with the data we already have. For example, the projects that were in Mexico, just 1 project of 17 was successful.
* We can do another analysis about culture, access to education, and to the information, to target the projects per countries.

**BONUS**

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

Mean summarizes more meaningfully the data, since the median does not represent in this case meaningful values. I would get **the mode** to have more meaningfully values.

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

The variance is SO far from the successful and unsuccessful mean, so it does not make sense. I would rather get then **Z-Score**.