**Report Analysis Excel Data**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The Entertainment industry has the most successful campaigns, specifically theater, music, and film & video.
   2. 57% of the sub-categories have a 100% success rate with the top three being Rock, Documentaries, and Hardware.
   3. The holidays do not appear to be a smart time to invest in a Kickstarter campaign, total campaigns are down, and the failed campaigns are greater than the successful campaigns.
2. What are some limitations of this dataset?
   1. No data about the investors, experience level of entrepreneurs, etc…More experienced entrepreneurs are likely to have a higher success rate versus someone who has zero experience.
   2. The data is dated, only ranging from 2099-2017. With Kickstarter gaining more popularity since inception more companies in the data pool could skew the data in a different direction.
   3. This is not really a limitation, as this could be calculated with the current data, but the currency is different causing the values to not be equal. Once the exchange rates are converted it could change the story a bit.
3. What are some other possible tables and/or graphs that we could create?
   1. Heatmaps
   2. Quartiles and Deciles
   3. Outliers Boundaries
   4. Boxplots

**Bonus Analysis**

* Use your data to determine whether the mean or the median summarizes the data more meaningfully.
  + The mean and or the median does not summarize the data in meaningful way. The Failed campaigns carry a lot of zeros that distort the results. Campaigns may have failed because they never moved forward for a variety of reasons, or they may have failed because they could not get enough backers to get the proper funding. The successful campaigns have a lot that only had 1 backer, why were these successful and again those low numbers greatly distort the results.
* 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 more variability with successful campaigns. This does make sense has it has a larger number of outliers, a larger range of backers, and a larger pool of campaigns.