1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Music kickstarters have a very high rate of success but the success is not shared between subcategories. Faith, Jazz, and World Music have very low rates of success while the others are almost sure bets.
   2. The Food category has a low rate of success, and all the successes in the category are in the small batch subcategory. Kickstarter is not good for funding a food based business.
   3. The best time to start a kickstarter campaign would have been in 2012-2013 when there was a spike in successes with only a mild increase in failures. 2014 saw a huge rise in kickstarter campaigns, but the gap between the failures and successes narrowed considerably and including the canceled campaigns makes non-success more likely than success. The popularity has largely died down in 2017 although the probability of success was then over 50%.
2. What are some limitations of this dataset?

No data after 2017 makes it a bit dated. No info on the distribution of donations makes analysis of contributions difficult. No information on advertising outside of the kickstarter program.

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

I think average donation by category and country would be interesting. Also the popularity of different categories over time.

Bonus 2

I couldn’t get the Unsuccessful stats to work only using excel functions. I could have done it by making a macro to iterate over the list that I wanted but felt that wasn’t in the spirit of the assignment.

For successful campaigns the difference between the mean and the median indicates a significant left skew, however the Maximum isn’t too far out there given the very high standard deviation. Thus, which statistic is more meaningful depends on the story you want to tell. Both are valid.