\* Create a report in Microsoft Word and answer the following questions.

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

* Among all category theater is the most favourite start-up and also has the most successful kickstarter followed by music campaigns at second, but music has better successful to failed ratio.
* Plays is most successful subcategory with highest number of failures too. There are some kickstarters with 100% successful ratio where some has 100% failure.
* Mid-year months (May-July) seem to have the highest numbers of kickstarters where December is the only month where failed numbers is higher than successful figures.

1. What are some limitations of this dataset?

* The dataset does not provide the reason for state of campaigns. If the campaigns were successful what tributed towards the success or if they were failed it was because of less backers count or pledged or both.

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

* Category and/or Sub-Category to Average of Percent Funded

i.e.

* Category and/or Sub-Category to Average of backers count

i.e.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Country | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Average of backers\_count** | **State** |  |  |  |  |
| **Category** | **successful** | **live** | **failed** | **canceled** | **Grand Total** |
| film & video | 182.53 |  | 17.84 | 9.43 | 112.20 |
| Food | 348.62 | 23.50 | 6.96 | 1.45 | 64.99 |
| Games | 552.60 |  | 32.96 |  | 221.92 |
| journalism |  |  |  | 13.13 | 13.13 |
| music | 82.96 | 63.60 | 8.68 | 9.15 | 67.57 |
| photography | 183.32 |  | 24.97 |  | 99.10 |
| publishing | 419.89 |  | 6.68 | 7.77 | 146.30 |
| technology | 757.27 |  | 40.94 | 43.87 | 291.33 |
| theater | 69.67 | 16.17 | 10.88 | 27.94 | 55.29 |
| **Grand Total** | **194.43** | **36.02** | **19.53** | **28.63** | **120.02** |

**## Bonus Statistical Analysis**

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

* Medians summarise the data more meaningfully as average of backers count for successful and unsuccessful campaigns is not providing detailed analysis due to some campaigns have exceptionally high numbers of backers.

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

* Variability for successful campaigns is more than unsuccessful campaigns because of the huge difference between the backers count for both.

## Submission