Given the provided data, analysis supports the following three statements:

1. Theater as a whole category had the most campaigns and the most successful campaigns; however, the music category had the higher successful campaigns in comparison to other states within the same category.
2. Not surprisingly given the points in statement 1, within the Theater category, the Plays subcategory had the most campaigns and the most successful campaigns; however, the following categories had 100% success rates in the given time period for the StarterBook data: Classical Music, Documentary, Electronic Music, Hardware, Metal, Nonfiction, Pop, Radio & Podcasts, Rock, Shorts, Tabletop Games & Television.
3. May was the month when the most support was provided for successful campaigns.

Limitations of the dataset included the scope of time and the relevance of the ‘failed’ or ‘cancelled’ state. A lot of campaigns don’t just rely on Kickstarter for funding. Not all ideas are equally researched and structured, so even with the same promotion & access to funds, there are other factors that contribute to their failure/ cancellation in Kickstarter.

Other possible tables and/ or graphs that could be generated to analyze relationships within the data would include the influence of Kickstarter’s ‘Staff Pick’ and ‘Spotlight’ in the ultimate campaign states (excluding the live campaigns). Likewise, an analysis of the overall length of a campaign could be done to see if that affected it’s overall outcome in general or by category/ sub category (especially based on our campaign state per month analysis).

Median summarizes the data more meaningfully b/c it helps to look at the middle number of backers that appears amongst all the different campaign states, especially in unsuccessful campaigns were reality showed that there were a lot of lower campaign backer numbers and an average of 19 was not realistic.

There is more variability in successful campaigns, this makes sense because there is variability in the campaigns categories/ subcategories themselves and so the definition of what makes each one a success is different. Failure is somewhat easier: a goal is not met, usually meaning that there were not enough backers depending on the size of the goal. Success on the other hand could be brought about with as little as 1 donor.