1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Most KickStarter campaigns prove to be more successful than not.
   2. Looking at the most common types of campaigns, film & video, music, and theater both are some of the largest contributors to total campaigns while being more successful than not. Success for these types of campaigns may lead to more of these campaigns being launched.
   3. Plays are the largest contributor to the Theatre category, having a 694/1066 or a ~65.1% success rate. KickStarter appears to be a major resource for funding plays and supporting that community.
2. What are some limitations of this dataset?
   1. KickStarter has more than 300,000 projects with only a third making it through the funding process with a positive outcome. The sample of 4114 indicates a different story so we should be skeptical of the sampling process used to select campaigns. We are not familiar whatsoever with the sampling process.
   2. We are not familiar with how the 'deadline' field is determined. These may be arbitrarily decided by the campaign creators, skewing what may have been an otherwise successful campaign.
   3. Similarly, the 'goal' field may skew results as a campaign that has raised 99% of its goal would still be classified as unsuccessful.
3. What are some other possible tables and/or graphs that we could create?
   1. We could look to create a pivot table and subsequent bar chart comparing the count of successful/unsuccessful campaigns for staff\_picks. We can then do the same for the spotlights field to try to determine which could be a better indicator for success.
4. Does the mean or median summarize the data more meaningfully?
   1. Based on the high standard deviation relative to the mean/median for both successful and failed campaigns, it is likely that the median will be a better indicator for summarizing center. Median will typically be more robust in situations where our dataset is highly variable.
      1. Based on Data from the "Success and Failure Summary" sheet
5. Is there more variability with successful or unsuccessful campaigns.
   1. There is more variability with successful campaigns, with their std dev = 844.30 compared to std dev = 61.43 for failed campaigns. This makes sense as successful campaign's backer count will often reflect the high variability in the goal amount set. In contrast, failed campaigns are less indicative of the goal amount because a low number of backers will often result in a failed campaign. The outlier for this would be a situation where a campaign fails with a large number of backers. This may happen in campaigns with a relatively large goal amount.
      1. Based on Data from the "Success and Failure Summary" sheet