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

* Category “music” had the best performance (see below chart) and has a potential to be repeated or invested more.
* The following subcategories had %100 success rate and also %0 failed or cancelled rates which worth investing more or repeat them.
* As it can be seen from below chart, months of Feb., Apr. and May have the best performance and it is better to run future campaigns in those months.

2. What are some limitations of this dataset?

* The main data set just provides information for goal and pledges $$. It doesn’t tell how much money creator made after deducting all expenses. Basically was it profitable idea?

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

Refer to my excel sheet, worksheet “Conclusion”

**Statistical Results**

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

I think medians summarize the data more meaningful than means. It seam calculated means are effected by outliers.

Calculated medians for Successful and unsuccessful data sets are closer to calculated modes.

|  |  |  |  |
| --- | --- | --- | --- |
| **Case** | **Mean** | **Median** | **Mode** |
| Successful | 194.4 | **62** | 27 |
| Unsuccessful | 17.7 | **4** | 0 |

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

Apparently, there are so many outrange or suspicious (outliers) data which cause statistical analysis to be unreliable.