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

* Theatre, especially plays is the most popular type of campaign on Kickstarter
* There was a decrease in the number of campaigns created in December probably due to Christmas, with a noticeably significant drop in successful campaigns but not in failed or canceled campaigns. Therefore, if one were to create a campaign on Kickstarter, they should avoid winter holiday times.
* Most Kickstarter campaigns succeed rather than fail as seen in Sheet ‘Timeline’, but it is dependent on the category and sub-category. Some sub-categorical campaigns seem to have almost a 100% failure rate as seen in Sheet ‘Sub-category’
* $40,000 to $45,000 seems to be the breaking point where the numbers of successful campaigns begin to significantly decrease correlating with the significant rise of failed campaigns.

1. What are some limitations of this dataset?

* Dataset only shows the start and endpoint of each campaign.
  + Unable to determine if growth in donations and backers count were linear/exponential/etc.
    - Help determine if going viral was a significant factor in a campaign’s success
* Dataset does not show target location of a campaign or where it’s based or the location of the backers.
  + Unable to see if the success of campaigns is due to the location where they were created/based.
* Dataset does not show the tiers of each backer.
  + Unable to determine the spread of backers among the different tiers and it’s effects on campaign outcomes.

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

* Spotlight/Staff Pick vs Campaign outcome
  + Help visualize if a campaign being on spotlight or staff-picked effected the ratio of campaign successes and failures.
* Average Donation per Backer vs Campaign outcome
  + Would help to visualize if there is a correlation in an increase in rate of successful campaigns with an increase in average donations.
* Length of campaign vs. percent funded
  + Helps to show if the longer a campaign lasted, the more fund it was able to gather.
* Conversion table to convert all campaign donations to a common currency
  + More easily and accurately display financial data regarding each campaign

Bonus:

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

* Because the dataset for both groups is so big and so spread out, mean would summarize the data more meaningfully than median.

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

* Successful campaigns have greater variance and greater standard deviation meaning more variability.
* Makes sense due to the greater range of dataset vs the failed backers dataset meaning data would be more spread out
  + Successful dataset also more populated than failed dataset which could lead to greater variability.