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

* The data suggests that “Theater” campaigns are the most popular Kickstarter campaigns. “Theatre” has the most campaign attempts.
* Within the “Theater” Category, “Plays” is the sub-category that is the most popular. However, the “Rock” sub-category is the second most popular with “0” failed or cancelled campaign attempts, suggesting that a Kickstarter campaign within the “Rock” sub-category would likely be a successful campaign.
* The data also suggests that Journalism campaigns are not popular nor are they successful. There were only 24 campaigns all of which were cancelled. Therefore, it would not be smart to start a Kickstarter campaign involving Journalism.

1. **What are some limitations of this dataset?**

* The data range in terms of years is only from 2009 to 2017. Therefore, the most recent data (2018-2019) is not represented in the dataset, meaning it would not include the most recent trends and they would not be represented.
* We cannot take the conclusions from this dataset as hard facts about Kickstarter campaigns, since there are over 300,000 projects and we are looking at a dataset of only 4,000 projects.
* The dataset does not account for potential outliers. One occurrence of a potential outlier can be located in the “backers\_count” data. There are two values that are in the tens of thousands while the others remain in the thousands. This could skew our reported data when it comes to average number of backers for successful campaign.

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

* You could create a pivot chart showing how many successful, unsuccessful, failed, or live campaigns there are in each country. By doing this you will find that almost all Kickstarter campaigns from this dataset are in the US. However, based on this dataset, you can use this data to find out where Kickstarter campaigns are picking up, such as in Great Britain. If you were Kickstarter and looking to increase usage across the globe, this type of data would be useful.
* You could create a pivot table to show how many successful, failed and canceled campaigns were staff picks, shedding light how successful the staff picks are. If “False” means “not a staff pick” and “True” means “a staff pick” then we can determine that 486 staff picks ended up being successful campaigns, while 66 failed, and 4 were cancelled out of a grand total of 557 staff picks. The average being 87%. The staff is good at picking successful campaigns.

**Bonus Questions**

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

* The Median summarizes the data more meaningfully for the number of Backers for Successful projects and Failed Projects because the it falls within Quartile 1 (“Q1”) and Quartile 3 (“Q3”) for both, whereas the Mean for both the number of Backers for Successful projects and Failed Projects is well above Q3. This is an indication that there are outliers in the data that have skewed the results for the Mean.

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

* There is more variability with successful campaigns because the variance is higher meaning the data is more spread out. This makes sense because there tends to be more backers for successful campaigns in or to reach the various goals. Whereas, for failed campaigns, there generally tends to be a low number of backers in relation to the goal.