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

- Across all Kickstarter categories that finished prior to December, more campaigns are successful compared to the number that fail.

- The sub-categories of animation, children’s books, drama, fiction, gadgets, jazz, mobile games, nature, people, places and restaurants have a 100% failure rate within the observed timeframe.

- Music overall has the greatest proportion of successes.

1. What are some limitations of this dataset?

- We don’t have the reasoning behind the cancelled campaigns. If we had this information, perhaps we could determine factors that may cause a campaign to be more likely to end up cancelled. An example of this is the fact that all of the journalism campaigns were cancelled; we may have been able to identify triggers that cause this kind of thing to occur.

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

- We could create graphs based on campaign categories vs. percent pledged to identify not only which categories and sub-categories reach their goal, but possibly identify trends of certain sub-categories surpassing their goals by an extremely large or small amount.

Bonus Statistical Analysis

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

- I think the median summarizes the data better than the mean, as the backer count for each individual campaign differs depending on the amount pledged. This would cause outliers to occur in the case of the few backers who pledge huge amounts of money, and this in turn who skew the mean.

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

- Our data tells us that there is more variability amongst the number of backers of successful campaigns. This makes sense as a successful campaign may have a high goal, and this would usually require many backers to achieve. Successful campaigns may have also been successful due to their low goal, and this in turn only requires a few backers. A failed campaign would occur by having too few backers and not enough money pledged, so the numbers are likely to have a smaller variance compared to successful campaigns.