1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   * Kickstarter campaigns have similar successes and failures across countries and regions.
   * The highest count for campaigns falls under theater, then music, then film & video, respectively. As a sub-category, plays have the highest count of campaigns.
   * Journalism campaigns are nearly entirely unsuccessful due to cancellations.
2. **What are some limitations of this dataset?**
   * The data doesn’t help us determine what motivates the backers to donate.
   * There are no analyses comparing successful and unsuccessful campaigns based on the percent funded or average donation.
   * There is no analysis for length of time of the campaigns to determine if they were held long enough to maximize contributions.
   * There is no analysis to determine the numbers of backers that donated.
3. **What are some other possible tables and/or graphs that we could create?**
   * There could be a graph showing the numbers of backers that donated by the number of donations, and comparisons between the successful and unsuccessful campaigns
   * Tables or graphs showing dollar amounts by subcategory may be useful for requesters to look at before starting a project that requires pledges.

**##BONUS##**

 Use Excel to evaluate the following for successful campaigns, and then for unsuccessful campaigns:

|  |  |  |
| --- | --- | --- |
|  | Number of Backers | |
|  | Successful | Unsuccessful |
| Mean | 194.4 | 19.5 |
| Median | 62.0 | 3.0 |
| Minimum | 1.0 | 0.0 |
| Maximum | 26457.0 | 1501.0 |
| Variance | 713167.4 | 5246.5 |
| Standard Deviation | 844.5 | 72.4 |

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

* + The Mean for campaigns with successful backers is heavily skewed by two campaigns with over 20,000 backers. Similarly, the unsuccessful campaigns were skewed in two cases where the count of backers exceeded 1293, while the majority of the campaigns had few or no backers. The Median provides a poor measure of central tendency for both groups, however, in the case may be slightly more representative than 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?**

* + The Successful group has a large variance. When plotted, the data points would be far from the Mean due to the two cases that heavily skewed the distribution.