Kickstart My Chart

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Theatrical plays are the most common subtype of Kickstarter campaigns.
   2. Most Kickstarter campaigns are created during May, June, and July.
   3. Journalism campaigns are the most likely to be cancelled.
2. What are some limitations of this dataset?
   1. There is no demographic information.
   2. We do not know what promotional materials (if any) each campaign deployed to attract backers.
3. What are some other possible tables and/or graphs that we could create?
   1. We could create a scatter plot comparing the number of backers to the amount pledged.

Kickstart My Chart: Bonus

* Use your data to determine whether the mean or the median summarizes the data more meaningfully.
  1. The median provides a better summary than the mean because there are extreme outliers that skew the data. The skewness is evident in the standard deviation which is more than 3 times higher than the mean. The standard deviation also shows that there is more variability in successful campaigns (std dev = 844) than unsuccessful campaigns (std dev = 61).