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

* The top three most common types of campaigns are theater, music, and technology. Almost a quarter of all campaigns are for plays.
* Most campaigns are successful – and if you launch in May or June you’re most likely to have a successful campaign with September and December being the worst months to create your campaign.
* Music has the highest percentage of successful campaigns followed by theater and film and video. The most likely campaigns to fail are journalism and food.

What are some limitations of this dataset?

* We don’t know how the platform has changed over the years and how that affects the results.
* The dataset contains a lot of outliers that cannot be explained by the dataset (why do some campaigns do better than others)?

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

* It could be interesting to compare success versus failure/canceled campaigns if they received a spotlight.
* It could be interesting to see if the country has any affect on which campaigns are more successful compared to others.
* It could be helpful to see the duration of a campaigns to see if there is diminishing returns on longer campaigns or not or if longer campaigns have more backers.

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

For both failed and successful campaigns it’s best to use the median rather than the mean. The reason for this is both datasets have high variance. Due to there being many data points that could be considered outliers the mean will take those numbers into account more heavily 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?

There is more variability with successful campaigns. This makes sense because you would expect that failed campaigns would have fewer backers. The number of backers should give you an idea of how successful a campaign is. Most failed campaigns only had four backers with an average of 18 backers compared to 62 median backers and an average of 194 backers for successful campaigns.