Given the provided data the three conclusions we can draw about Kickstarter campaigns are;

1. about half of the campaigns are successful. The other half have either failed, been canceled, or are live.
2. The higher the goal, the higher the chance of failing, or the campaign being canceled is.

3)The highest number of successful campaigns occurred in May and June, with December having the least successful campaigns.

One limitation of this dataset is inconsistency in sample size across the differing categories. For example, theater has a total of 1,393 when journalism has only 24. This can skew the data to appear as if theater campaigns are more successful then journalism because of the higher number of successful campaigns when, in fact, there are just more, to begin with. The second limitation of this data set is unclear data; columns' staff pick' and 'spotlight' are not defined, and therefore this data isn't able to be used in our analysis.

Another table I think would be helpful to add would be, percentage of successful campaigns to category stats. This table could be used to reduce the limitation mentioned above of inconsistency of sample size by clearly visualizing the percentages of successful campaigns across categories. This data could be used to see if there are categories that are more likely to succeed.

\*\*Bonus\*\*

In this data set, the median summarizes the data set more meaningfully. The mean is larger than the median, demonstrating outliners. Because of the positive skew of the data, we know these outliers are larger numbers. Looking at the maximum and minimum backers support this theory demonstrating a large range in backers. Adding a graph with the top 3 modes for backers count would be valuable information, allowing for the three most common numbers of backers to be identified with successful and failed campaigns.

Greater variability in the number of backers is found in successful campaigns. This variability makes sense because the data isn't tightly clustered with the maximum number of backers for a 'successful' campaign being '26,457' and the lowest number of backers bring '1'. The 'goal' data is more tightly clustered in the successful campaigns. Campaigns with higher goals were proven by the data to be less likely to succeed, leaving the successful campaigns with a tighter cluster of small goals.