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

The majority of successful campaigns have derived from categories in the arts, with theater, music and film leading the charge in their proportional success rate. The sub-category plays stands out as a major component in the volume of Kickstarter campaigns, coupled with an above-average success rate categorically.

Campaigns had a higher success rate in the first 6 months of the year, leading up to the summertime, with failures trending higher in the latter half of the year. Success rates pick back up at the tail end of the year on December with failure rates going back to decline.

1. What are some limitations of this dataset?

Currency – Need to convert and normalize currency to show accurate monetary comparisons by country.

There seems to be an uneven representation of categories in the dataset. Mostly artists tend to use Kickstarter, which suggests other industries, such as technology, uses other means of fundraising.

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

A currency conversion table which normalizes all of the currency amounts by country based on the prevailing conversion rate.

Scatterplot graph comparing backers count with amount pledged. One can look for trends in the relationship with donors and raised totals.

We can look at the volume of campaigns by year, and also their volume by month, using their start and end date.

**Bonus Statistical Analysis**

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

Generally, the median is considered to be the best representation of the data, since it provides a measure of the center of the dataset. This seems to be the case in this instance as well, as both unsuccessful and successful datasets contain outliers skewing the mean to the right, creating higher results of variance and standard deviation. These outliers tend to be the exception, rather than the norm, so they are not the best representation of the dataset.

Use data to determine if there is more variability with successful or unsuccessful campaigns. Does it makes sense? Why or why not?

Both variance and standard deviation calculations show a greater variance for the successful campaigns. It makes sense, as this evidence is clearly shown with the MIN/MAX values, 1:26457 compared to 0:1293 of the failed campaigns.