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

1. Food Kickstarter campaigns generally do not end up successful.
2. Plays are a large part of Kickstarter campaigns by a large margin.
3. In early 2014, the number of Kickstarter campaigns increased significantly from previous years.

What are some limitations of this dataset?

* If someone was looking at this data to help their campaign be successful, there is no information about how the campaigns were marketed, how many people visited the site, but did not donate.
* The set does not give light on donations specifically. We have total pledged and number of backers, but it says nothing of if the donations were many similar amount donations or a many small and a few very large donations per campaign.

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

* Success vs Campaign being a “Staff Pick”
* Success vs Campaign being “Spotlight”
* Success vs Country
* Average Donation vs Country
* Goal vs Time to Complete
* Number of Backers vs Average Donation

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

* Since the standard deviation and variance is so large for both sets, I believe the median is a better representation of the data since the data does not fall into a bell curve shape

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 the successful campaigns. This makes sense because the goals range form $0-$50k+, with fewer backers needed for smaller goals than larger goals. You wouldn’t get similar numbers of backers for the varied goal amounts.
* The unsuccessful campaigns, on average, have a very low number backer which decreases the variance and standard deviation of that data set.