1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Most of the kickstarter campaigns is done in the theater category and plays sub-category
   2. The food category has the highest percentage of failure compare to all the other categories
   3. Journalism have the least campaigns compare to all the other categories.
2. What are some limitations of this dataset?
   1. Dataset could not provide information regarding how big/involved each campaign is and as such there are potentially some campaigns that failed but end up raising more money than the successful ones
   2. The dataset only provided raw data for each campaign. It is potentially more useful to look at relative data for each category to be able to determine which one of the categories/sub-categories sees the most successes.
3. What are some other possible tables and/or graphs that we could create?
   1. Country vs. State
   2. Staff\_pick vs State
   3. Category vs Average Donation

**Bonus Analysis**

Based on the number of backers, the median summarizes the data more meaningfully as there are a couple of both successful and failed campaign that have a high number of backers, which skew the mean higher.

There is more variability to the successful campaign compare to the failed campaign, but based on the data obtained, the number of backers does not really determine whether a campaign is successful or failed. We can see this as there are some failed campaigns that have more backers than the successful campaigns. One of the conclusion that can be drawn is that almost 25% of failed campaign has no backers at all.