1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
2. Just over half of Kickstarter campaigns are successful.
3. Roughly a quarter of Kickstarter campaigns are for plays.
4. The median goal of successful campaigns is 3500. The median goal of failed campaigns is 8000. We can conclude that the higher the goal, the lower the success rate.
5. **What are some limitations of this dataset?**

The data ends March of 2017. The number of Kickstarter campaigns peaks in 2015 then declined in 2016. It would be interesting to see if the trend continues downward.

Also, a breakdown of region/city might be useful. The U.S. is a large country. Say someone were to plan on starting a campaign for a play in St. Louis. It may be dangerous to assume the campaign has the same chance of success—based on the data alone—as if it were in New York, Minneapolis, or Chicago; all cities known for theater. The play might have a better chance due to less competition, or it might do worse due to fewer theater-minded backers. Either way, it is impossible to make a guess based on the data.

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

* Average donation by category or country
* Average percent funded by category or country

**BONUS STATISTICAL ANALYSIS**

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

The median summarizes the data more meaningfully. The mean and median are far apart from one another, which tells us the data is not normally distributed. Each category—successful and failed—have a handful of extreme outliers that skew the mean significantly.

**Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

Successful campaigns have more variability. This makes sense. For a campaign to be successful, regardless of the goal, it would need more backers when the average donation across all data is about $80.

As the number of backers increase per campaign, there would naturally be more variability. Whereas failed campaigns tend to stay closer to 0.