* **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

The people who pledge money against kickstarting a project (the backers, who backs the potential project) can have interest on certain topics and pledge more, whilst some projects and sub projects might not get any pledge. When we reach the goal of backing (in money value) by backers that is pledged> = goal it is a successful campaign. Some campaigns are still running (live), some are cancelled in between and some have failed to reach the goal.

A blurb is a paragraph that explains the campaign in short, and my observation is if, the blurb is too vague or complicated, that is people are not understanding it, it gets less number of backers and less pledged money.

It is possible that country wise culture of crowdfunding and taking a financial risk (calculated or not) varies. It is also possible that the companies who are asking the crowdfunding and their overall status also influences the backers’ pledge. But that is not directly assessable from the given data.

Also there is a launch date and deadline to collect pledge which if failed to collect within deadline, will be considered a failed goal. Some may cancel their goal before it reaches deadline for various reasons like they don’t want the campaign to fail and may come back with a better idea.

Some projects are staff picked (by people who work for kickstarter as cool or interesting projects) and some gain the status spotlight , which will allow the project to go forward even when the campaign ends. The number of these projects are less compared to others (True values). Backers might care about staff pick or not, as some are seen as failed though they were staff picked.

* **What are some limitations of this dataset?**

The dates should be in date format as it might create some confusion for someone who is looking at the data afresh and for the first time.

* **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

We can do country wise comparison of pledge, backer numbers- we can also see which companies were successful and which were not graphically- also we can check the time span or length of deadline and had that anything to do with the failure (too short time span), we could also analyze and check how many of the spotlighted projects actually were successful (backed by pledge) and how many staff picked projects finally were successful to reach goal.

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

For me the mean better summarizes the data (average backers numbers). Both data have a high variance and standard deviation, so the median value though will give a central tendency, it will not say anything about the extreme variation. Average will as well mitigate and minimize the extremity and will show one value. It would be nice to see a histogram and frequency analysis, and see the distribution of the data.

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

More variability is seen within successful campaigns, and this is justified, as the number of backers pledge will vary more (difference between max and min is more). If we can make a scatter plot and whisker plot (box plot) we could see that the number of data points is more in success (more projects are successful in pledge) as well as there is a bigger range and variance for the successful project.