**Kickstart My Chart**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Theater is the most popular type of submissions
   2. Music has a very high success rate
   3. Journalism had the least submissions and no success
2. What are some limitations of this dataset?
   1. It is unclear what the ‘state’ really means? What and who defines success/failure.
   2. 74% of the campaigns come from the US so comparisons with other countries could be skewed.
   3. Staff pick and spotlight could have influenced donors
   4. Some campaigns have a blank state
3. What are some other possible tables and/or graphs that we could create?
   1. We could illustrate which staff picks were successful or not
   2. What is the success by country?
   3. Which category or sub-category receives the highest donations?

Bonus Analysis:

1. Does the mean or median summarize the data more meaningfully?

I think the median summarizes the data more meaningfully because an increased number of backers doesn’t necessarily increase the likelihood of success. Campaigns require different levels of funding and backer donation amounts will vary. Someone may find a very generous backer who funds the entire campaign goal or someone may get several smaller backers to reach the goal of the campaign.

1. Is there more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

There is more variability with the successful campaigns. One reason for this is that there are a lot more successful campaigns compared to unsuccessful campaigns. The mean, median, maximum and mode were all higher for the successful campaigns. Backers are more likely to support categories that have been successful in the past.