1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? Explain the reasoning behind your answers.

  - December is not a good time to start a kick starter - based on the launch date outcomes chart, while the failed/canceled lines are moderately stead, the number of successes decrease dramatically in December.

  - Theater, music, and film&video had the highest amount of successes. Nearly all three (aside from film&video) also had the highest amount of submissions.

  - Music has the highest success rate based on the Category pivot table.

2. What are some limitations of this dataset?

  - 4,000 may not be a good sample size to make any valid conclusions for the 300,000.

  - Provides no reasons for why the kickstarter failed.

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

  -Success rates/ failure rates per category/ subcategory might provide an insight into how likely you are base on current data you will be successful.

  -Duration of the kickstarter- is there correlation between how long a kickstarter is open and the funding it receives and chance of success?

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

Median summarizes the data more meaningfully due to the large range of 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 with successful campaigns. Makes sense because kickstarters may be successful based on small number of backers providing more funding per backer or a large number of backers providing less funding; but it’s more likely that failed campaigns were failed due to sheer lack of backers.