1. **Given the provided data, what are three conclusions you can draw about Kickstarter campaigns? Explain the reasoning behind your answers.**
   1. From the first pivot chart created, it can be suggested that Kickstarter had the highest level of success in campaigns that have fallen under the category of Theater with 839 successful campaigns in comparison to the next highest, music, with 540 campaigns.
   2. From the second pivot chart created, it can be suggested that plays had both the highest level of success as well as failures. On the other hand, certain sub-categories had either 100% success rate (e.g. classical music, documentaries, nonfiction, tabletop games…) or 100% failed rate (e.g. video games, animation, drama, jazz…). Zooming in specifically at theater given the previous conclusion, it looks like plays tends to have a higher % of success in comparison to musical and spaces.
   3. In the last pivot chart, it can be concluded that the highest number of successful campaigns were in May, and the lowest in December. The failure rate also had less variability and had similarly high rates of failure during Jan, June, July, and October.
2. **What are some limitations of this dataset?**
   1. It is very generalized. Two shows that fall under the same television category might be completely different genres for example. The generalization makes it more difficult to draw conclusions.
   2. Currency also makes it difficult to compare absolute values given that they are provided on different scales (currencies).
3. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
   1. One very important value to be looked at would be proportion. When looking at absolute values, it is easy to determine which category had the highest level of success, but what would be interesting is looking specifically at the level of success relative to grand total. This would be a very useful rate of conversion value which could be used to further make conclusions.
   2. It would also be interesting to look at any outliers that might exist as those might be skewing the data.
   3. It would also be very helpful to look at measures of central tendency for all the different charts created as this can also help make sense of the charts that were created.
   4. It would also be helpful to look at staff\_pick and spotlight as those might be factors that influence the data.

**Bonus Statistical Analysis**

* It can be concluded that the data is skewed as there is a significance difference between the median and mean in each set (successful and failed). Given that the data seems skewed and not symmetrically distributed, the median is a better measure of central tendency.
* The standard deviation and variance values both measure the distribution of the data and both are higher in the successful campaign set of data. This suggests that there is more variability in the successful campaigns. I would have expected it to be the other way around given the idea that a crowdfunding campaign’s success is usually judged by the number of backers metric. Given this data, that should not be the case.