1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * All-in (across all countries & project status), those categorized as “Theater” have the largest number of successful projects, at 839.
   * All-in (across all countries & project status), those sub-categorized as “Plays” have the largest number of successful projects, at 694.
   * A slight majority of projects were successful, at 53.76%. This is compared to over a third of projects failing, at 37.65%. And 8.59% of projects being canceled.
2. What are some limitations of this dataset?
   * There are 21 unique countries and 13 unique currencies. As a result, doing a straight comparison to the goal (monies) vs pledged (monies), may be challenging due to the various currencies.
   * The vast majority of projects in the dataset are from the United States. Over 70% of projects (73.85%) are from the United States. Great Britain was second with 14.68% of projects. The percentages quickly drop to the single digits, with Canada in third place, with 3.55% of projects. As a result, analysis could be skewed towards countries based on project representation.
3. What are some other possible tables and/or graphs that we could create?
   * A Pareto Chart could be used to examine project representation across countries.
   * Pie Charts could be used to example category and sub-category allocations.
   * A Clustered Column graph could be used to compare goal vs pledged amounts.

Bonus Statistical Analysis

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.
   * Seeing as the data is skewed, using the median would be the more meaningful way to summarize the data.
2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
   * There is more variability within successful campaigns. This does make sense, given the standard deviation of 844.49, for successful campaigns compared to the standard deviation of 61.45 for unsuccessful campaigns. A high standard deviation of 844.49, represents a lot of variation within campaigns that were successful.
   * The variability does make sense. When taking into consideration the maximum number of backers for each campaign, 26,457 for successful and 1,293 for failed, the disparity and volatility becomes apparent.