Section A

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Based on category data, the arts (film &video, music, and theater) have a higher likeliness of succeeding on Kickstarter.
   2. Based on subcategory data, plays do by far the best on Kickstarter.
   3. December is the worst time to launch.
2. What are some limitations of this dataset?
   1. This dataset does not take into consideration demographics that are on kickstarter which may influence what is getting the most funding.
   2. The dataset does not include marketing/promotional reach each submitter had before launching.
   3. This dataset does not have geographical information.
3. What are some other possible tables and/or graphs that we could create?
   1. There could have been tables/graphs on year by year comparison.
   2. There could have been tables/graphs on the time duration of the project (date created vs date ended) and if it influenced the successful outcome.

Bonus B

* Use your data to determine whether the mean or the median summarizes the data more meaningfully.
  + The mean summarizes the data more meaningfully. There’s so much variability in the data that showcasing the middle # doesn’t highlight how many backers contributors to successful vs unsuccessful campaigns.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  + There’s more variance with successful campaigns.
  + Yes, it makes sense. The volume is ultimately higher for successful campaigns as they were able to reach funding goals for a varying dollar amount of campaigns. Unsuccessful campaigns had many low #s even 0s.