**Kickstart My Chart Data Analysis Report**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Through analyzing the data provided, we can draw the following three conclusions:

* 1. Among the successful projects, most are from the category of theater, music and film&video. 77% of music projects and 60 percent of theater projects and 58% of film&video projects get to be funded. While it is very hard to get fund for projects in the field of journalism, food and publishing as the pivot table shows zero percent of projects in journalism, only 17 percent of projects in food and 34 percent of projects in publishing get to be funded.
  2. Among the projects in the category of theater, music and film&video, projects in the subcategory of plays, rock music and documentary have a better chance to get fund.
  3. From the pivot chart ***Outcome based on Date***, we can tell launching the projects in the first half of the year has a better chance to get fund. There is a boom of successful projects during the months of April to July.

1. What are some limitations of this dataset?

In this dataset, there are many extreme values in funding goals, fund pledged and backers count which could influence the correlations between different values.

1. What are some other possible tables and/or graphs that we could create?

We can create tables or graph to show how the projects spread in different country areas.

We can create a pivot chart to show the subcategory with the highest donation and the average donation each subcategory gets.

And it could also be interesting if we can find some relationship between projects state and the goals they set.

Bonus

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

In this case, the median summarizes the data more meaningfully as there are so many whiskers in each set of data which will make the mean even larger than the third quartile value which means ¾ of values falls below the mean value. While median is a better measure of central tendency for the skewed data.

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

According to the data analysis, there is more variability with successful campaigns. This makes sense as successful projects has more variance across category, goals and backers more than unsuccessful campaigns.