**Kickstarter Campaign Conclusions**

December is not a good month to launch a campaign. Not only did the number of successful campaigns drop, it also dropped below the number of unsuccessful campaigns for the month of December. This might be attributed to the fact that many people are gift giving for Christmas during this month and would then not have or are less willing to donate to a Kickstarter campaign.

Campaigns with smaller goal amounts are more successful. As seen in the line graph for the Goal Outcomes, the line for the percentage successful generally trended downwards as the goal amount increased.

Music is well-received by backers. As shown in the Category Stats pivot table, most music campaigns were successful. Although theater had a greater number of successful campaigns, music had a greater percentage of successful campaigns. Most of the launched music campaigns saw success. Since most of the music campaigns were successful, backers are very willing to donate to them.

**Limitations of The Dataset**

One limitation of this dataset is its lack of consideration of the kind of advertising a campaign may or may not have done. If a campaign is well advertised, a greater number of people will see the campaign. If more people see the campaign and its goals, there is going to be a greater pool of people willing to back the campaign. If there is a greater pool of backers, there is a better chance the campaign will be successful.

Another limitation of this dataset is its size. The dataset contains 4,114 campaigns. According to statistics published by Kickstarter, there are over 500,000 projects that have launched since December 18, 2021. The 4,114 campaigns that were included in the given dataset account for less than 1% of the campaigns on Kickstarter. Additionally, the dataset does not consider campaigns in other categories, such as medical, political, or athletic campaigns.

A final limitation of this dataset is the source. The dataset only takes into consideration campaigns that are launched through Kickstarter. There are several alternatives to Kickstarter - like Patreon or GoFundMe - that could affect the success or failure of a campaign.

**Possible Graph**

One additional graph I would create is one that compares the state of the campaign to the duration of the funding campaign. To get the duration of the funding campaign, the date created conversion can be subtracted from the date ended conversion. Comparing the state of the campaign to the duration of the funding campaign would help see if the success or failure of the campaign has any correlation with the funding correlation. It would help determine if longer funded campaigns are more successful.

**Bonus Statistical Analysis**

The data is best summarized using the median. As seen in the statistical analysis, the given dataset does not follow a symmetrical distribution and has outliers - data points that significantly differ from other data points. To calculate the mean, all the data points in the dataset are considered, including the outliers. Because the outliers are included in the calculation, the mean does not summarize the data well. Unlike the mean, the median does not take into consideration the outliers of the data set. The median is not skewed by these outliers. Because the median is not skewed by outliers, it more meaningfully summarizes the dataset.

According to the statistical analysis, there is more variability with the successful campaigns. This makes sense because the success of a campaign is not necessarily tied to the number of backers. Successful campaigns could have many backers donating a small amount on average or a small number of backers donating a large amount on average. The success of a campaign correlates more with the percent funded rather than number of backers. Also, for the most part, unsuccessful campaigns fail because they didn’t generate funds and, consequently, have enough backers. Many of the unsuccessful campaigns did not have any backers at all. Because the unsuccessful campaigns tended towards having little or no backers, the variance and standard deviation - the calculated values that showcase the variability of a dataset - for the unsuccessful campaigns were smaller than those of the successful campaign.