# Kickstarter Report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * Looking at the column chart of Outcomes by Category, there are more successful campaigns than there are failed campaigns.
   * The line graph on Outcomes by Months shows that December is the only month where there are more failed campaigns than successful ones.
   * The pivot table and column chart of Outcomes by Category show that Music campaigns have the highest success rate of Kickstarter campaigns.
2. What are some limitations of this dataset?
   * The average donation amount may be skewed by outliers, such as large or small donations. For example, there may have been a successful campaign that would have failed had it not received an extremely large outlier donation.
   * The data set lacks demographic information about backers. By including data such as age and gender, it would be possible to see if specific groups were more likely to contribute to certain campaign categories.
3. What are some other possible tables and/or graphs that we could create?
   * A pivot table and column chart can be made to show campaign outcomes by each country. This will allow us to compare the success and failure rate of the US versus other countries such as the UK, FR, and more.
   * We can add a stacked column chart to compare outcomes of spotlight campaigns versus non-spotlight campaigns.
   * We can add a stacked column chart to compare outcomes of campaigns that were staff picks versus campaigns that were not staff picks.
4. Use your data to determine whether the mean or the median summarizes the data more meaningfully.
   * Given how high the variance and standard deviation are, the median is likely to be a better summarization of the center of the data because it is less likely to be skewed by outliers or extreme values.
5. 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 noticeably less variability with unsuccessful campaigns compared to successful ones. This makes sense because unsuccessful campaigns have a mean, median, and maximum number of backers that is closer to zero compared to successful campaigns.