Create a report in Microsoft Word and answer the following questions.

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

Conclusion 1: Journalism Kickstarter campaigns are both the least popular type and least successful type of campaign.

Conclusion 2: Kickstarter campaigns with lower funding goals tend to have the most success.

Conclusion 3: Theater Kickstarter campaigns are the most common type of campaign.

1. **What are some limitations of this dataset?**

Limitation 1: This dataset doesn’t account for any of a campaign’s potential Kickstarter incentive goals or milestones. Many have increasingly “valuable” bonus rewards for hitting each milestone, so there could be an impact on success depending on what was offered.

Limitation 2: These campaigns are all 90 days in length or less. The time it takes to meet a milestone could have a significant impact on the outcome of a campaign, so this dataset is not as representative of all the campaigns possible.

Limitation 3: This dataset does not include any data on individual contributions to a campaign. It would be interesting to see what the average contribution per campaign is, as oftentimes there are incentives and benefits to making large contributions. “Whale” contributions are known to carry whole campaigns in terms of funding, so this could be another influence on success rate. Due to the fact that we don’t have either contribution data or incentives data, we have no way of probing this further.

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

One potential table/graph we could create is the amount of days it takes to meet a Kickstarter goal vs the success rate. It would be interesting to see if the amount of time a campaign gives itself to meet its goals has an impact on the success rate of the campaign.

BONUS 2:

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

In this dataset, the median summarizes the data more meaningfully than the mean. Because of the wide range of potential number of backers per campaign, it tends to be more dramatically affected by outliers one way or the other. Using the median helps reduce the impact.

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

The data indicates that there is more variability in successful campaigns. This makes sense because successful campaigns don’t have a particularly common factor in its success and they tend to have a larger amount of backers. Logically, more backers means more likelihood of success. Conversely, unsuccessful campaigns tend to have lower number of backers which lines up with a common sense sanity check that unpopular campaigns tend to fail.