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

1. Based on the data provided, while the theatre category represents the highest volume of campaigns, it is evident that Music campaigns tend to have the highest rate (77%) of successes than any other category, along with the lowest rate (17%) of failures.
2. Plays are the most common sub-category within Theatre campaigns.
3. Campaigns launched in May tend to be more successful, while campaigns launched in December tend to be the least successful on average.

 What are some limitations of this dataset?

* A limitation of the data is that it lacks visibility into the reasons why a campaign failed or was canceled.
* Demographics of backers would be nice to understand the type of investors interested in the different campaigns. This would help target the audience we would go out for funding to.

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

* A table showing a correlation the length of time between launch date and deadline, to the state of the campaign would help identify the length of time it usually takes a campaign to reach its fundraising goal.
* A Table showing the percentage of status percentage by category would help visualize status rates easier and help come up with conclusions like the first one shared on this document.
* A table showing the average donation by category would provide visibility into which categories are more likely to succeed upon launch.

Bonus Write-ups

* Use your data to determine whether the mean or the median summarizes the data more meaningfully.
  + On this data set, the median is more meaningful as it allows for eliminating the impact of outliers in the data.
* 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 variability in the successful campaigns as derived from the variance and standard deviation of the datasets. I believe this makes sense since the unsuccessful campaigns typically spark little interest in backers, and numbers can be consistently low. On the other hand, successful campaigns may spark the interest of a higher volume of backers as their benefits start to become clearer.