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

* Food is the both the Least Popular and has the highest probability for an unsuccessful campaign
* Music has the highest probability of a successful campaign
* Theatre is the most popular Category

1. What are some limitations of this dataset?

The kick starter projects come from many parts of the world; the value of the goal is based on the currency of the country of origin. Therefore, without a currency conversion table the financial comparison wouldn’t be one-for-one in value.

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

A Comparison graph/table of the ratio of successful and unsuccessful campaigns of subcategories underneath their related parent category. This could help identify whether the rate of success is associated with the Parent Category as a whole or if it’s localised to subcategories.   
  
This could further be analysed by drilling down and slicing the above data by Country and see the correlation between categories/sub category success rate by geographical location.

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

Table

Description automatically generated

Median better represents the backer count. This is due to the disparity between the goal ranges of the two data sets, the median would be better able to compare and not be skewed by the difference.

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

This is higher variability with Successful campaigns. This is to be expected due to higher backer count giving higher probability that the campaign will end successfully.