Kickstarter Analysis

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* Overall, there are more successful campaigns than failed
* Campaign activity declines over the months of August, September, and October
* December has the least successful campaigns, and fewest campaigns overall
* Plays were the most commonly occurring campaign
* We cannot be sure that the average campaign contribution is accurate based on the mean – we don’t have individual contribution amounts.

# Additional Charts:

## Sum of pledged vs. goal

## Campaign success by category

Bonus Questions:

* Use your data to determine whether the mean or the median summarizes the data more meaningfully.
  + I believe the Mean is more meaningful because the mechanical middle is distorted by outliers in some cases.
* 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 more variability in successful campaigns because typically more backers lead to success, whereas there are fewer total backers overall for failed campaigns.