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

1. People support the arts and creativity. Music, movies, and theater related Kickstarter campaigns all have high success rates.
2. Campaigns with lower goal thresholds have a higher chance of being successful.
3. Despite late spring-early summer having the highest totals of successful campaigns, there is no clear-cut best time of year to run a campaign. However, it is probably a good idea to avoid running a campaign around Christmas, as people will be spending a lot of money on other things and not have extra cash to support campaigns as they would throughout the rest of the year, causing a sharp drop in the number of successful campaigns.

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

We do not have any data as to how the campaigns were run. We cannot see how far of a reach each campaign had, and how that reach was accomplished. Certain methods of advertising may determine how successful a campaign becomes.

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

Average number of backers per campaign/per category/and successful vs failed campaigns

Average amount donated per campaign/per category/and successful vs failed campaigns

Success rate, number of backers, and amount donated for campaigns placed in Spotlight vs not

**Bonus Analysis**

The median is a more meaningful representation as both the successful and failed Kickstarters have some campaigns that had many more backers than the rest, which would skew the average.

There is more variance with successful campaigns than with failed campaigns. This makes sense as successful campaigns include those with lower goals to reach, lower number of backers needed to reach the goal, as well as popular campaigns that had many more backers donating money well past the amount needed to reach the goal. Failed campaigns generally had a low number of backers and amount donated, which led to not reaching the goal amount.