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

* Per the provided data, the “theater” category appears to contain a largest number (34%) of Kickstarter campaigns, followed by “music” and “technology”.
* Theater campaigns were very popular during the years 2014-2016 however, they have dropped significantly during 2017.
* Considering the entire dataset population of Kickstarter campaigns of 4,114 (from 2009 – 2017) there is about a ~53% chance (2,185) the project will become successful.
* The number of “music” Kickstarter campaigns peaked during 2012 and have gradually declined from 2013 to 2017.
* The subcategory “theater plays” are a very popular Kickstarter campaign – (1,066 of the 4,114) and represent ~26% of the sample data.
* For all of the successful Kickstarter campaigns in total by each currency and category – the sum of the “pledged” values exceeds the actual goal values. It appears the successful campaigns received more in donations then what was originally intended. On contrast, the sum of pledged values for “failed” or “cancelled are very small in comparison to the original goals established.

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

* Each Kickstarter campaign is listed under a different functional currency (USD, GBP, etc.). Since the currencies are not converted to one common group currency, this limits the comparability for the Goal and Pledged column amounts. For example, on average - how much does a Kickstarter fund need to raise “globally” to be successful.
* The dataset is limited to only “Country” in terms of geography. A further breakdown by city, county or state would be useful.
* The dataset excludes the Kickstarter Backers demographics. For example, information by age, gender.

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

* Column Chart comparing the number of Kickstarter Campaign projects by each country and category. This information reveals that Kickstarter Campaigns are primarily popular in the US and Great Britton and theater campaigns are the most popular category.
* Pie Chart showing the relationship of the number Kickstarter Campaign projects by category reveals the large popularity of theater Kickstarter Campaigns.
* Column Chart showing the relationship between Kickstarter Campaign “Staff Pick” is either true or false, with the status (failed, successful, cancelled) of the campaign. This chart reveals that if campaign is a Staff Pick (true), the particular campaign has a far greater chance of becoming successful.

*Bonus Stat Question:*

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

* For the Successful and Failed Backers sample - the mean values provide a more meaningful measure of the two samples. While comparing the mean and the median together - the mean values have a higher value. This tells us the sample is not evenly distributed between high and low values. Both samples contain a smaller sample number of higher values. With the high variability and lack of consistency in both samples, the median values are less useful.

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

* The “successful” campaigns have more variability vs. the “unsuccessful campaigns”. The successful campaign has a higher standard deviation and variance calculation. Yes, this does make sense. Both measures indicate a higher variability for the successful campaigns.