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

Some conclusions we can draw about Kickstarter campaigns is that Theater is the most popular Kickstarter category, having almost double the amount of Kickstarter campaigns than the next closest category. Looking at the stacked bar chart, we can see that Music has the highest success rate, with about 77% of them being successful. Looking at the line chart breakdown by month, Q2 (April, May, June) seem to have the most Kickstarter campaigns turn successful likely indicting that these months are the best to start a Kickstarter.

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

* We only know the average donation per backer, not the full breakdown as there can be outliers that could have turned an otherwise failed campaign to a successful one.
* Demographic of the backers, certain demographic may prefer one type versus another.

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

* We can create a table and chart that shows the breakdown by country.
* A column chart that shows the state relative to whether it was a staff pick or spotlight and analyze if that had any affect on the campaign being successful or not.
* A line chart that shows the number of days a campaign is on Kickstarter and what the success, failed, canceled states look like depending on how long it has been on Kickstarter.

**Bonus\* Statistical Analysis**

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

I believe the median summarizes the data more meaningfully because it gives us a nice middle point in a large data set that has a high variance and standard deviation. Also when the dataset is broken into quartiles, the mean is outside of quartile 3 which tells me that there is some outliers that skewed the mean after the third quartile. Therefore I think the median is a better measure as that is where the majority of backers is represented.

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

Looking at the data it seems there is more variability with successful campaigns because of how spread out the data is, with the mean and max being so far off from the median and the quartile number. It makes sense since given that the campaigns are successful that means there are much more backers and money going into the campaigns compared to failed ones. The increased backers and money results in greater outliers that increases the variability.