1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   1. Theatre and Music are the most popular categories. Journalism is not popular/supported at all.
   2. Plays, Rock and Documentary are the most popular sub-categories.
   3. Historically, May is the best month to launch a campaign and December is the worst.
2. **What are some limitations of this dataset?**
   1. Maybe 4,000 out of 300,000 is not a representative sample of the population.
   2. In order to help make better decisions, we need more details about the reasons why campaigns failed or succeeded.
   3. Data collected from some sources might provide inaccurate information. In this case we don’t even know the source.
   4. There might be outliers based on the location.
3. **What are some other possible tables and/or graphs that we could create?**
   1. A pivot table that would analyze my initial worksheet to count how many campaigns were successful, failed, canceled, or are currently live per \*\*country\*\*. And a stacked column pivot chart based on the table I created.
   2. Scattered Graphs comparing spotlight, backers count and/or average of donation against the number of successful campaigns, as an attempt to uncover some market trends.

**Bonus Statistical Analysis**

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

As they both have high variance, it indicates that the data points are very spread out from the mean, and from one another. So, the median is more meaningfully.

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

Successful campaigns have more variability than unsuccessful campaigns. It makes sense when analyzing several unrelated categories, since their behavior might be different. Also there may be some outliers affecting data. A deeper analysis has to be done.