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

If I were to make a Kickstarter focusing solely on success rate, I would pick a Rock Kickstarter in 2012. Music is the most successful parent category but when you dig deeper into the sub-categories you will see not every genre is successful. In fact, Faith, Jazz, and World Music had 0 successes from a total of 140 campaigns. The most successful, looking at the total number of campaigns, is Rock at 260. The best years to run a Rock campaign are 2009, 2011, 2012, and 2013 with all having at least an 82% success rate. Both 2012 and 2009 are about 86% but 2012 has a larger sample size (159 vs 7).

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

Some of the limitations within this dataset are the size of the dataset, incomplete data, locations, demographics. We are currently looking at over 4000 records out of 300,000 campaigns. The data we have is largely skewed toward specific categories like “Film & Video,” “Music”, and “Theater”. I would not be able to give someone a confident answer if they were to ask about the success rate of “Journalism” compared to “Theater.”

I would also like to see more demographics in this dataset. Currently, the only demographic available is by country. Given the size of the US, it would be better to describe the success of certain campaigns broken up by state or even city.

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

Other possible tables or graphs we could create are category success per year. We then dive deeper by creating a graph of sub-category by year. I would also be interested to see the success rate separated by goal and filter that by category and sub-category.

If we were only looking at US campaigns, then I would create a graph filtering out countries and including years, sub-categories, and goal.

1. **Statistical Analysis**

The median summarizes the number of backers better than the mean. The reason for this is the outliers. The maximum number of 26,457 significantly skews the average whereas the median better shows the number of backers for a successful campaign.

There is more variance in successful campaigns versus unsuccessful campaigns. This makes sense when looking at the average for both successful and unsuccessful compared to the maximum number. Successful has a greater difference than unsuccessful.