**Data Conclusions**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The US had more Kickstarter projects as well as backers compared to other countries.
   2. The Theatre parent category had the most kickstarters compared to other categories. Specifically, the plays sub-category had a greater number of projects started than the other sub-categories.
   3. The amount of kickstarters started increased significantly after 2013.
   4. Across those years the amount of successful kickstarters seemed to decline as the chart approached December. I imagine this is due to the number of kickstarters created in the 4th quarter of each year was less than the previous quarters.
2. What are some limitations of this dataset?
   1. There is no significant relationship between the backer amounts and the amount pledged. The table doesn’t provide details on the amount each backer pledged. We are only able to get an average amount of pledged based on the number of backers.
   2. The pledged values are not converted to a single currency type which skews all data using those values. I think for ingestion of those values, I would create a new column with the pledged amounts converted to my local currency.
3. What are some other possible tables and/or graphs that we could create?
   1. We could create a pivot table with rows to include spotlight in the rows sub section. Then chart out the result to determine if the spotlight had any impact on the number of backers/successful projects.
   2. We could also do the same thing with staff pick to look for similar data.

**Bonus**

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.
   * I don’t believe that mean or median summarize the data more meaningfully, because max numbers of backers skews the mean and median values because it is very large in comparison.
2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
   * Yes, because there is a greater number of backers for projects that succeeded than failed. I imagine this because the draw of the successful projects was more alluring than projects likely to fail.