**Statistical Analysis for Kickstarter Data:**

Given the data provided, I have drawn a few conclusions from the Kickstarter campaigns. First, within the campaigns there were four categories that were utilized by companies in which the companies ended up canceling their campaigns. These methods were: art books, audio, science fiction, and world music. There were also eleven categories that were used in which the campaigns only failed: animation, children’s books, drama, fiction, gadgets, jazz, nature, places, people, restaurants, and video games. Another conclusion from the data, is that campaigns that continued to either succeed or fail were consistently above 100 throughout their launch date outcomes; all of those that were under 100 ended in cancellation of the campaigns. Another conclusion from the data, is the fact that companies that had goals that were $19,999 or lower had higher percentages of success over failures and cancellations. Once a company chose a higher goal of $20,000 or higher, there were higher percentages for failure and cancellation rather than success.

However, there are some limitations of the dataset. First, there is no data for how many backers the companies reached out to; there is only data on those who committed to be backers. This would be useful to see if the campaigns that failed could be because they did not have a large enough net cast to get backers. Another limitation is the fact that we have data for goals and pledges, but no data over a timeline for those. Trying to benchmark for various periods to see how much was pledged per moth would be useful to see trends for when companies acquired their backers and if there is a general season when companies are more likely to acquire funding. This could also help us to see a timeline of how long it takes for a pledge to be committed from when the company reaches out until the backer commits to the pledge. While analyzing the data, I also noticed there is no explanation for what “staff pick” means and more context may make this data more useful. Another useful part of the data that is currently missing is a reason and timestamp for the companies that canceled their goals. If we had that data, there may be interesting findings as to why companies canceled whether that was based on their progress of pledges or cost of the kickstarter service etc.

Other possible tables or graphs we could create from the data would be a table and chart showing the types of companies in relation to their campaign success or failures. Another chart could be drawn from the goal outcomes where we could chart how the goal number is related to percentage for success, failure and cancellation. This could show a clear trend of how high a goal was compared which success of the campaigns.

**## Bonus Statistical Analysis**

From the data, the median seems to be more meaningful for summarization. The median gives the general number of backers the campaigns had which shows that successful campaigns generally had 62 backers where failed campaigns only had a median of 4 which is a large indicator of why more backers led to more success where fewer backers of course made less money and resulted in failure.

From the data, there is more variability with successful campaigns compared to unsuccessful campaigns. This makes sense because the successful campaigns generally had more backers and had lesser financial goals, which can lead to more variability where unsuccessful had low numbers of backers which would explain the lesser variance since the data is not as spread out.