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

1. The Theatre category is the most successful, with plays being the most successful sub-category within that.
2. May is the most successful date to start a campaign.
3. This is not a good platform to solicit donors for journalism campaigns, as none have reached fruition.

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

This data is fairly old. It only provides data up until May of 2017—if we pull more current data, we might get different results.

The dataset is fairly small at 4,114 records. According to Wikipedia, “As of December 4, 2019, there were 469,286 launched projects”, so our dataset is a mere 1% of the total number of Kickstarter projects that exist.

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

We could create a pie chart that shows the state of the campaign by country so we can visualize where campaigns are the most and least successful. We could also create a scatter plot that visualizes average donation by category, which could show us what type of Kickstarter campaigns gets the biggest donations.

**Bonus- Summary Stats Table**

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

I believe the mean is giving us a more meaningful understanding of the data because it’s an aggregate of all the campaigns. On average the successful campaigns are bringing in around 194 backers as opposed to the unsuccessful campaigns that are, on average, only bringing in around 18 backers. This tracks with common sense also; obviously you would need the support of more people to ensure the success of a project.

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

There is definitely more variability with successful campaigns. The standard deviation of successful campaigns is over 13 times higher than the unsuccessful campaigns.

All the other stats for unsuccessful campaigns are lower than their successful counterparts and there are ultimately less campaigns in total (2185 successful vs 1530 unsuccessful). This makes sense that less data points, which are producing lower averages, would also produce lower rates of variance and deviation.