**Kickstart Report**

Based on the data provided, we can conclude that:

1. Projects under the “theater” category had the highest number of successful projects of all categories. Interestingly, it also had the most failures. Overall, it had the highest number of campaigns of all categories.
2. Within the “theater” category, “plays” had the overall greatest number of campaigns, and the largest number of successful and failed campaigns.
3. The average rate of canceled projects for all years remained steady between January and December, while the average rate of successful projects showed a spike in the months of May and June.

Some limitations of this data set are:

1. It does not specify how much marketing each campaign conducted in order to source backers.
2. It does not specify the geographical location of the backers.
3. It restricts the definition of “successful” to whether the project was funded or not.

Some additional questions I would ask are:

1. What are the various areas of marketing utilized by campaigns to source backers?
2. How much did each campaign spend on marketing and compare that to number of backers and compare that to the amount of money sourced.
3. Study the geographical location of the backers i.e., to see if there was any relation between the country of origin of the campaign and the country of origin of majority of backers.
4. Some more metrics defining long term success of the project, and how long the project remained successful after being launched.

**Statistical analyses summary**

For both the “Successful” and “Failed” projects, the median is a better indicator of central tendency. Both data sets had a high variance in number of backers – the “successful” category had a higher variability in the number of backers than the “failed” category. Due to this large variance, the mean is skewed by the extremes and hence it does make sense that the median would be a better representative of the overall data set. Since this is a data set related to crowd sourcing, it would make sense that the successful campaign has a higher variability within the data. For the campaign with a high number of backers, it would mean that more backers contributed lower amounts to the success of some campaigns; While for the campaigns with a lower number of backers, one would assume that the average contribution would be higher.