1. HOLLAND

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

1. After analyzing the data provided, we can see that theater and music have the highest success rates for Kickstarter campaigns followed by the film &video category. The lowest success rates we observe is in food which I found somewhat surprising.
2. From the data provided we can also see the difference between the funding goals for the canceled, failed, live, and successful states. A large number of the total was canceled.

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| **Row Labels** | **Sum of goal** |  |  |  |  |  |  |  |
| canceled | 180776788 |  |  |  |  |  |  |  |
| failed | 92651279 |  |  |  |  |  |  |  |
| live | 969039 |  |  |  |  |  |  |  |
| successful | 21559363.81 |  |  |  |  |  |  |  |
| **Grand Total** | **295956469.8** |  |  |  |  |  |  |  |
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| **Row Labels** | | **Sum of backers count** | | **Sum of Percent Funded** | | | | | | **Count of id** | | |  |  |
| **AUD** | | **6731** | | **4137** | | | | | | **74** | | |  |  |
| **CAD** | | **7312** | | **9796** | | | | | | **146** | | |  |  |
| **CHF** | | **69** | | **112** | | | | | | **6** | | |  |  |
| **DKK** | | **451** | | **472** | | | | | | **14** | | |  |  |
| **EUR** | | **24541** | | **21053** | | | | | | **176** | | |  |  |
| **GBP** | | **50975** | | **67691** | | | | | | **604** | | |  |  |
| **HKD** | | **71** | | **53** | | | | | | **3** | | |  |  |
| **MXN** | | **106** | | **201** | | | | | | **12** | | |  |  |
| **NOK** | | **625** | | **281** | | | | | | **7** | | |  |  |
| **NZD** | | **381** | | **431** | | | | | | **12** | | |  |  |
| **SEK** | | **752** | | **1133** | | | | | | **21** | | |  |  |
| **SGD** | | **72** | | **101** | | | | | | **1** | | |  |  |
| **USD** | | **371160** | | **3788055** | | | | | | **3038** | | |  |  |
| **Grand Total** | | **463246** | | **3893516** | | | | | | **4114** | | |  |  |
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| goal | (All) | |  | |  |  |  |  |  | |  |
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| **Row Labels** | **Count of spotlight** | | **Count of state** | |  |  |  |  |  | |  |
| canceled | 349 | | 349 | |  |  |  |  |  | |  |
| failed | 1530 | | 1530 | |  |  |  |  |  | |  |
| live | 50 | | 50 | |  |  |  |  |  | |  |
| successful | 2185 | | 2185 | |  |  |  |  |  | |  |
| **Grand Total** | **4114** | | **4114** | |  |  |  |  |  | |  |
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1. The percent of successful outcomes of the total sample is close to 53% and the count of spotlight was one of the factors in the campaign. 80% of the backers are from the USA.

What are some limitations of this dataset?

While we can make some conclusions about this crowdsourcing company, we cannot use the conclusions to apply this knowledge to any other companies of similar services. The first thing that comes to mind is that how complete it is because on the Kickstarter website we can see completely different dynamics. It might be better to have this data split into two sets based on the goal amount for each one. They should add more details about the projects and if there were any insensitive for supporting that project. In addition, this data set might be not large enough for all the categories.

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

It would be interesting to see follow up data on successful outcomes as well as locations in the United Stated subcategory by state or other countries by industry prevalent locations. For example, where music and theater industries are located. Some additional ideas for presenting data could come from applying some of measures of the central tendency.

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

If the data is normally distributed the mean is the appropriate measure of the central tendency. In a symmetric distribution, the mean and median both find the center accurately. They are approximately equal. If the distribution is not, we could use the median. Mean seems to be more sensitive to outliners. For skewed data, the median is the best choice.

