**Kickstarter Analysis**

By: Pamela Meyer

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Over half of Kickstarter campaigns collected within this dataset are considered successful with 53% of all campaigns having reached their funding goal.
   2. Theater boasts the largest category of Kickstarter campaigns with 1393 campaigns.
   3. The Music category has the highest success rate of campaigns. 540 of 700 campaigns were successful, with the subcategory of Rock music having a 100% success rate.
2. What are some limitations of this dataset?
   1. This dataset only includes 4114 campaigns out of the more than 300,000 Kickstarter campaigns that have been launched.
   2. While the data covers campaigns over 9 years, the most recent data is still over 3 years old.
3. What are some other possible tables and/or graphs that we could create?
   1. It would be interesting to see the success rate of campaigns that were staff picks, as well as seeing goal dollar amounts related to success.

Bonus:

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.
   1. The median summarizes the data more meaningfully for both successful and unsuccessful campaigns because the data is not normally distributed. The mean is positively skewed in both datasets, so the median is more reflective of the data centrality.
2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
   1. There is more variability in successful campaigns. This makes sense because in order to be successful you must have backers while unsuccessful campaigns may have no backers at all.