**Report for Kickstarter campaigns:**

1. What are three conclusions we can draw about Kickstarter campaigns?

* The project campaigns in “Theater” are more successful than other activities, “Plays” as a subbranch of “Theater” draw the analyst attention.
* Second position after “Theater” is for “Music” which has more successful quantity among others. People shows more interest in genre “Rock” and as we see in sub-category chart “Jazz” isn’t very popular at all. Also, all events related “World Music” are cancelled which we don’t know what the main reasons for this cancelation is.
* Among all projects Journalism doesn’t have any activities at all.
* Generally, amount of activities which are successful in all branches are more than failed ones and on “May”, we can see a notable growth which we can assume that it is better to hold our events on this month, after a constantly dropping, again there is a pick up on “November” and “October”, so it is better for future we invest in these months more than other months of a year.
* As conclusion, people prefer to participate in “Theater”, “Music”, “Film and Video” more than other activities, so we can focus on these fields more than others and “May” is best month for raising events.

1. What are some limitations of this dataset?

It would be better if we can see how many people are working on each of these projects and the number of hours which is worked in each of these projects. Also, advertising is a very important parameter to inform people and we need to know how much money inflect for each of these projects.

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

* A line graph and table which shows “Average Donation”, “category”, “date” and “country”.
* A line graph and table which shows “Percent Fund”, “category”, “date” and “country”.
* A graph which show us how much we spend out of budget (distance between our goal and pledge).
* A graph which show us category, sub-category and state separately, that we can see in each category which branch would be better for investment.
* A graph and table which show us the number of “Backers” in each “category”.

**Evaluation of the rate of success in backers:**

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

* By noticing the big gap between “mean” and “median” and knowing our data aren’t symmetrical, I prefer to use “median” as the measures of central tendency in both successful and failed campaigns, which seems more reliable and meaningful.

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

* Variance in unsuccessful campaign is less than variance in successful campaigns which indicates that data points tend to be vary close to the mean so it means more variability in that group.