**Create a report in Microsoft Word and answer the following questions.**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The US is clearly the biggest kickstarter campaign or projects generator. Most of US projects are focused on technology. Us projects have received over 7 times more funding than the second largest country GB.
   2. Proportionately the countries with highest success rate are AT, GB, LU and SG; while CH and MX have the lowest.
   3. Most campaigns have an average duration of 21-31 days. Most campaigns are the most likely to be successful if they last between 11-21 days or 31-41 days, however chance of failure or cancelation declines over time.
2. What are some limitations of this dataset?

* US is a clear outlier
* We have very little information about the backers (amount pledge by backer, nationality, gender, age)
* We don’t know if user with previous experience posting projects have a higher, lower or no impact in their success rate.
* Not every country has data for every year

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

* Category by country and state
* Success rate by country
* State by duration of campaign
* Years by country and state

**Use Excel to evaluate the following for successful campaigns, and then for unsuccessful campaigns:**

* The mean number of backers.
* The median number of backers.
* The minimum number of backers.
* The maximum number of backers.
* The variance of the number of backers.
* The standard deviation of the number of backers.

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

While choosing between whether the mean or the median summarize the data more meaningfully, I think it’s the median since there is high variance in the number of backers and the mean is skewed.

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

It appears that unsuccessful campaigns consistently have to have few backers and fewer number of backers than successful campaigns, which in turn represent smaller numbers as backers in unsuccessful campaigns range from 0 to 1,293. Whereas for successful campaigns there is no apparent limit in backers which in turn represent larger numbers as backers in successful campaigns range from 1 to 26,457 as can be inferred from the variance in the summary tables.