**Brief Report on Kickstarter**

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
2. The campaigns success does not only depends on the backers count or the average donation. But it also depends on what is the aim of your campaigns and why are you doing the campaign and the aim you want to fulfill.
3. The campaigns done focusing on the categories that are most likely to be liked/preferred by the people are more likely to success, than the campaigns that doesn’t comes under the backers preferred category. i.e “films & video” has the most success rate in compare to other categories like “food”, “music”, etc.
4. For the line chart based on goal it can be determine that the success or failure rate also depend on the goal set for the campaigns, less the goal more the chance to reach the goal and succeed. Greater the goal more time it will take to reach the goal, hence they are more likely to fail due to shortage of backers or an upcoming deadline to reach. Setting a proper goal can make a lot of difference in the rate of success.
5. **What are some limitations of this data?**

The data given can only tell us what kind of campaigns were successful, failed, canceled or live, or how many backers each campaign had to reach their goal. But it doesn’t tell us what made that possibility to come in action? What is the main reason behind the campaigns being in such state either successful or fail? There can be many reason behind the campaigns being in their current state or their might become campaign similar to other but still they didn’t succeed in a way other campaign did and there is no explanation to it what made that to happen. Is it the backers count or the average donation which made the campaign to succeed, it cannot be determine just by the backers\_count or the average donation. There has to be any proper explanation to what made the campaign to succeed or fail.

1. **What are some other possible tables and/or graphs that we could create?**
2. One possible graph can be plot between the average donations required in order to successfully complete the campaign goal.
3. Second, possible graph can be plot between what percentages of amount funded keeping the goal to reach before reaching the deadline.
4. One table that can be add to the sheet is what made the campaign to reach the current state they are in right now. What can be the possible explanation for reaching the goal they decided in order to succeed the campaign?

**BONUS STATISTICAL ANALYSIS:**

1. **Use your data to determine whether the mean or the median summarize the data more meaningfully.**

According to my point of view, the mean summarize the data more meaningfully as it give away the average amount of backers for the campaigns. For the future reference the campaigns can be plan in such a way that can assure that we reach the goal desire to successfully complete the campaigns. One can plan in a way that can at least obtain the average banker in order to success and make sure they don’t fail their campaign.

Whereas one can use the median in order to make sure they get the most out of the campaign, with more bankers. This data can be used to determine what makes a campaign follow the path towards successful or unsuccessful side.

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

**Ans.** Certainly there is more variability with successful and unsuccessful campaigns, as determining what could be the possible reason for the success or failure of campaign is very tricky and complex to find form the give set of data. Also the state of a campaign can never be the same every time, they are bound to change with time and backers interest of field/category. Even a slightest change in the goal can make campaigns state to change.

The point here really makes sense because there are lot of factors effecting the state of campaign to be what they are right now. But it cannot be assured that it is going to remain constant/same throughout the time. Change in factors and criteria can certainly vary the state of a campaign.