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

* The motivation for the Kickstarter campaign is higher in US and Great Britain when compare to other countries.
* More campaigns were organized during the year 2014,2015, and 2016, but 2015 is the highest campaigns organized (1225).
* Music campaigns are the most successful campaigns despite the abundance of theater campaigns. On the other hand, journalism campaigns have a 0% success rate followed closely by food campaigns at 20%.
* Another interesting find is most of the campaign success fall on May and June irrespective of the year, while the least campaign success falls on December and January. This implies that there may be an association between season and rate of successful Kickstarter campaigns.
* The highest success rate fall on 2011 and the success rate declines year by year after 2011.

2. What are some limitations of this dataset?

* No details about staff pick and spotlight columns. Most of the projects are failed when they have value “FALSE” for these columns

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

* We can plot the relationship between the duration of a campaign and said campaign’s success/failure rates to see if the number of days a campaign lasts has an effect on how successful it is.

Bonus Statistical Analysis:

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

Both the successful and failed Kickstarter campaign mean values are greater than the median values, indicating that the data set is right skewed. When outliers are involved, the mean can be skewed to a value that doesn’t justify the data being represented, and so, here, the median summarizes the data more meaningfully.

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

There is more variability with successful campaigns, and this makes sense because there are more successful campaigns than failed (2185 vs 1530). Since there are significantly more successful campaigns, it is likely that they are more spread out as well.