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

By looking at the chart on sheet 2 ,I can determine that the failed rate is high across all the categories ,music industry has the highest successful rate of fundraising so if we try to get fund raising in music industry then most likely it will be funded .

With sheet 3, the tallest column is ‘Plays”, it shows that “ plays” is the area that is highly invested. The second highly invested area is “ rock” with no failed project. Anything with blue colour indicates that if we were funded for it , it would be most likely successful.

Looking at sheet 4, we can conclude that the higher amount of goal ( funds needed) , the higher the percentage cancelled . On the other hand, the lesser amount of goal (funds needed), the higher chances of it being funded. Anything is greater than or equal to $50,000 goal ,the successful rate is extremely low, therefore it is not recommended trying to set a goal of greater than or equal to $50,000.

1. **What are some limitations of this dataset?**

Does not include gender and age group.

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

We can use Line with Markers or Spot chart with linear direction

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

Since the backer numbers are way far apart each other , then the values are not distributed evenly, therefore the median is the better representation.

**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 , it makes sense because successful campaign has a wide range of people that are interested in backing compared to a failed campaign where there was not much interest from backers, therefore the numbers of failed campaigns are all relatively low, producing a smaller variance.