1. **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
   * 1. One conclusion according to the data is that Kickstarter projects in general are more likely to be successful than fail or be canceled. By observing the data, on average the percentage of successful campaigns is about 56.5%, while the percentage of failed campaigns is about 36.4% and the percentage of canceled campaigns is about 5.7%. Specific categories and sub-categories must be observed to draw more accurate conclusions.
     2. After observing the data based on each category, the most successful campaigns are in theatre, film & video and music.
     3. Kickstarter Campaigns started in July seem to be the most successful. Higher dollar goals do not adversely impact success.
2. **What are some limitations of this dataset?**

* Without knowing the size of the population, we cannot be sure that we are using a representative sample size.
* Limitations of this dataset is that the sample size is not large enough across all categories and sub-categories. In order to properly analyse the significance of each category and sub-category, more data needs to be collected. For example, there is a significantly large amount of data collected on the sub-category of plays campaigns, but it is lacking in other categories. This shows that there is a lack of diversity in the collection of data for Kickstarter campaigns. Other data sources should be investigated in order to analyses each sub-category and category thoroughly.

1. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

* One possible table and/or graph that could be created should analyze the data of date created conversion and date ended conversion to see if there is a significance in the duration of campaigns such as comparing short term vs. long term campaigns when factoring successful campaigns vs. failed and cancelled campaigns.
* Another table and/or graph that could be created should analyse Kickstarter campaigns according to each country. This may show if specific categories are more likely to succeed in certain countries, or if there is a likelihood of more successful campaigns in certain countries. In addition to the previous point, we can tie these two tables and/or graphs to conclude long term categories specific to each state that are the most successful and most likely should be supported.
* Average donation based on category/ Average donation per day campaign is live.

**Bonus Statistical analysis**

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

Mean is better to summarize the data more meaningfully giving us the number of backers average per category per goal bracket, whereas median is only giving us the middle number of each data set provided.

**2. 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 the unsuccessful campaign, because the values in a dataset are more consistent. There is a much smaller variance between the unsuccessful campaigns mostly because the data shows failure is much more common than success throughout all goal amounts, the correlation at lower amounts, with both having a larger number of campaigns in general, wanes with the larger campaign goals. Successful campaigns seem to be few and far between so their variance would be much larger than failed campaigns which are a much larger part of the data than successful.