**Kickstart my Chart**

Given the provided data, what are the 3 conclusions you can draw from the Kickstarter campaigns?

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| 1. This is a random sample from the population of the Kickstarter campaigns and hence can be generalized to the population of projects at large. | | | | | | |
| 2. There is a correlation between the campaigns and goal amounts. The lower the goal amount the campaign tends to be successful | | |  |  |  |  |
| 3. There is a 35%-60% success rate in every category of projects  What are some limitations of this dataset? | | | | |  |  |
| Limitations: |  |  |  |  |  |  |
| -The sample data size is small when compared to the projects globally  - Data is more focused towards the entertainment projects. | | | | | | |

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

A table with number of backers with respect to the Goal will explain the backer’s psychology on goal amount globally.

Annual side by side comparison of charts.

A box plot that will plot the outliers.

**Summary Statistic**

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

Median is usually not impacted by extreme values. Extreme values are expected in our case as there could be in certain projects, high volume of backers who are interested in those areas like music, technology etc. We are interested in figuring out the projects with the most backers for every project, within each category of completion. Hence Mean is the best choice of a Central Tendency here.

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

Variability provides information regarding data distribution around the mean. Here the variability of backers of successful project is on a higher scale as there are more successful projects. More the backers, the pledge amount will be proportionate to goal amount and hence the campaign is successful.