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

* The theater category has the highest amount of successful kickstart campaigns, followed by music and film & video categories. Journalism and food categories have the least number of successful campaigns.
* Within the category of theater, plays (a subcategory) is the most common type of Kickstart campaign and has the highest amount and rate of success in comparison to musicals and spaces. A few subcategories have a success rate of 100% such as such as documentaries, shorts, and televisions whereas animation and drama have a success rate of 0%.
* The month of May reflects the highest amount of successful Kickstart campaigns while December reflects the lowest rate of successful campaigns. However, canceled campaigns have a steady rate regardless of the month of the year.

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

* Dataset reflects a short time period of kickstart campaigns that were done in years 2009-2017. This data may only be reflective of social trends and economic situations among other factors that pertain to that time period.
* Multiple currencies are seen in the data set. It will be more cohesive to convert currencies to a common type to be able to compare “apples” to “apples.”
* There is little data for non-US countries such as France, Belgium and Singapore. Thus, data may not be reflective of the population of typical Kickstart campaigns in that country.

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

* We can create a table to examine the correlation of kickstart campaign success and staff pick. Another comparison is to evaluate if the rate of kickstart campaign success has a stronger correlation to the number of backers, the funding received by linear scatter plots with use of regression models.

**Backers 01 Questions**

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

* The median of the number of backers is more meaningful. The mean may be inflated due to having outliers such as in the successful column, two campaigns have over 20,000 backers although the remaining successful campaigns each have significantly less number of backers. This will increase the mean and not be reflective of the data.

1. *Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?* 
   * Given the data, there is more variability (higher variance, standard, and z-score) with successful campaigns. One may conclude that a higher number of backers correlate with a successful Kickstart campaign due to the campaign’s popularity. Therefore, the variance and standard deviation will be smaller since the number of backers will be closer to the mean value and clustered closer to the mean.