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

1) Success favors entertainment projects, possibly because of digital permeance and ease of sharing. Food is the least successful project type with a 100% fail rate for restaurants and food trucks.

2) December correlates with a sharp dip in the number of successful projects possibly due to Christmas and the holiday season.

3) The majority of successful projects come from the US at 3,308.

2. What are some limitations of this dataset?

There’s no information on the demographics of the backers, such as country of origin, or age. I would like to know the average age of backers and chart the relationship between project origin and the nationality of backers.

Additionally, there’s no contextual information as to how the data was gathered.   
  
3. What are some other possible tables and/or graphs that we could create?

1. Percentages of successful and unsuccessful projects based on category.
2. Relationship between average donation, funding percentage, goal, pledges and success rates.
3. Line graphs for Category Stats
4. Bar graph for amounts of successful projects per country

#Bonus Analysis

The mean seems like a better summarization compared to the median because of the high variance between top and bottom values.

There is more variability in successful campaigns which makes sense considering the number of successful campaigns with low goals.