1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. From the given data, it reflects that campaigns that included plays tend to be the most successful campaigns.
   2. The Music kickstarter is presumed to have the highest success rate in comparison to other categories at a success rate of approximately 77%
   3. Campaigns that were successful had almost a 70% success rate if they made their goal at $1000 or less. The campaigns with goals of over 50k had the least success.
2. What are some limitations of this dataset?
   1. The money goals are inconsistent between each of the categories subject
   2. The pledged amounts are assumed to be calculated in U.S dollars, unable to determine if this is true currency conversion from other listed countries
   3. The conversion dates are varied with some kickstarters lasting longer than others
   4. Each category is different and may appeal to different individuals culture, interest and age group
   5. No information provided to see level of effort or promotion for each individuals campaign. Did they do in person conversations, use social media, create flyers?
3. What are some other possible tables and/or graphs that we could create?
   1. Pie chart to determine the total collected funds over each individual kickstarters category and idea
   2. Use a table to compare and contrast each state’s performance based on campaigns length of time
   3. Line graph showing each countries contribution to the campaign and whether that country had a higher success rate. Once complete can analyze that countries more preferred campaign interest.

BONUS QUESTIONS

1. Does the mean or median summarize the data more meaningfully?

I feel that the mean provides a more meaningful summarization of the data over the median. Many of the campaigns had variable backers and as part of campaigning it may be difficult to determine how many individuals will pledge for a certain category. There are many variables to consider such as category type, campaign style, age group who would be interested, what state the campaign is taking place in consideration to population and is population consistent to support the campaign. Other factors can include average household income which may determine the parties willingness to support. By taking the average you can assume that this is a more accurate number based on the variables considered.

1. Is there more variability with successful or unsuccessful campaigns? Does this make sense? Why or why not?

I feel there is more variability with the Successful campaigns, and this would make sense because each campaign has a different amount of support backers. There is more deviation because each campaign is not considered to be constant. They all contain their own categories, deadlines, goals and so on. Each campaign is unique to itself and this uniqueness could cause backer preference depending on the audience choice tailored to the specific campaign.