Kickstart My Chart

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

* The Categories of “Theater” and “music” have the highest counts of all Kickstarts in any state of success.
* Within the “Theater” category, the sub-category “plays” has the highest count of Kickstarter within state of success. Within the “music” category, the sub-category of “rock” has the highest count of all Kickstarts in any state of success.
* May had the highest amount of successful Kickstarter created.

What are some limitations of this data set?

* No indication to the quality of Kickstarts website, advertising
* No indication on if any projects were created by the same organization
* No indication if the successful projects followed through to the backers
* The success criteria is set by the campaigns

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

* Create a pivot table comparing the state of a project and whether it was a staff pick and/or spotlighted
* Compare the average donation amount to the Category and Sub-Categories.

Bonus

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

* The mean summarizes the data more meaningfully

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 in the success of campaigns than within the failed / unsuccessful campaigns.
* Yes, this makes sense as this measures variance of backer counts, there is so much more into what makes a campaign successful than just the number of backers.