1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Campaigns are more likely to succeed with smaller goal sizes.
   2. Music campaigns have a higher success rate than any other category.
   3. Plays are the most popular campaign.
2. What are some limitations of this dataset?
   1. The data only goes up to 2017.
   2. We have no way of validating the data or the source.
   3. Data set does not capture external promotions or marketing.
3. What are some other possible tables and/or graphs that we could create?
   1. Is there a correlation between average donation as a percent of goal to success rate?
      1. Would look like the bonus visual where average donations are in set buckets.
   2. Country Pivot Charts
      1. What countries are the most generous/popular for Kickstarter campaigns?
      2. Are certain categories centralized around certain countries?
   3. What factors are most strongly correlated to success?
      1. Staff\_pick vs success / spotlight vs success

Bonus

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.
   1. I believe the Median better summarized the data because there are substantially sized outliers. The mean may be better for the failed campaigns.
2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
   1. There is more variability in the successful campaigns. I believe this is because the unsuccessful campaigns have an upper limit around how many backers they have (though concentrating around fewer backers) while successful campaigns have less constraints. A successful campaign can have 1 to more than 10,000 backers whereas an unsuccessful campaign is unlikely to have thousands and thousands of backers.