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

1. Correlation does not equal causation but there is definitely a correlation between month of launch and rate of success. I added an extra calculation to the Launch Date Outcomes sheet to show this more clearly. Campaigns in launched in February, April, and May did the best with about a 60% success rate, with March slightly lower. Most other months were close to a 50% success rate with December faring the worst at only 44%. The data doesn’t tell us the reason why campaigns launched in spring fare better than those launched the rest of the year, however, just that they do.
2. Looking at the bar chart on the Category Stats sheet, it is apparent that music campaigns tend to have a very high success rate compared to some other categories. There are far more theater campaigns in total, but music is a more solid bet.
3. Looking at the Outcomes by Goal sheet, it is clear that the success rate of campaigns tends to correlate negatively with the amount of their funding goals. The success rate is highest for the lowest goals and lowest for the highest goals with an area of relative stability in between. From this, we could infer that Kickstarter projects with more modest goals are a safer investment than ones with higher goals.

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

There is no data on why projects were canceled so that part of the data is less useful than it could be. Projects could be canceled due to a lack of funding coming in or due to other circumstances, for example a copyright issue or other legal matter impacting the project, someone integral to the project backing out, or any number of other problems. The project could also have found other funding that made the Kickstarter unnecessary. Not knowing whether cancellation was due to fewer investors or lower contributions to the kickstarter or some other reason is certainly a limitation.

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

We could create a table and graph to show the relationship between the length of campaigns and their success rate. For successful campaigns, we could also look at how much the campaign goal was exceeded compared to several factors like initial goal, category (and possibly subcategory), length of campaign, average donation, and number of donors. It would also be interesting to explore through a pivot chart and graph the relationship between campaign goal and the number of donors and average donation amount with the ability to filter by campaign outcome and, for successful campaigns, how far above the goal they went.

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**Statistical Analysis Bonus**

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

Although campaigns that could be considered outliers definitely affect the data, including the mean, the mean is still a better summary of the data than the median. For this data, median does not really reflect accurately how great the variation is in number of backers. While neither mean nor median corrects for outliers, mean contributes to our overall picture of the data in better and contributes to the calculation of variance and, by extension, standard deviation, which do help to refine our view of the data further.

**Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

The values for variance and standard deviation for the successful campaigns are much greater and therefore there must be higher variability with successful campaigns. This does make sense. Looking back at the Launch Date Outcomes sheet, we can see that there are significantly more successful campaigns than failed ones included in our data; more campaigns means more opportunities for differences.