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

Based on the provided data, we can conclude that over 50% of all Kickstarter campaigns are successful. Looking at all of the given campaigns from every category in every year, we see that 2185 of them are successful, while 1879 of the campaigns were cancelled or failed, giving a 53.8% success rate across the board.

Music campaigns overall see the most success out of the given categories, with 77% of these campaigns being successful. While music sees this higher chance of being successful percentage-wise, theatre campaigns have the most overall campaigns submitted, with more than double the campaigns over the time period of the data then the second highest category (theatre has 1393 total campaigns to music’s 700). Journalism appears to be the weakest category for numbers, with the second lowest category still having almost eight times as many campaigns over the time period of the data (journalism had 24 campaigns to food’s 200).

Between 2013 and 2014, there was a spike in total campaigns. From 2009-2013, there was an average of 161 campaigns per year. From 2014-2017, that average jumps to 827 campaigns a year. These averages do include the incomplete data from 2009 and 2017. This jump in the number of campaigns corresponds to a decrease in likelihood of success. From 2009-2013, the odds of a campaign succeeding were 75.7%. From 2014-2017, the odds of a campaign succeeding were 47.6%.

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

The data doesn’t include every category on Kickstarter, so looking at overall numbers for the data doesn’t necessarily reflect the entirety of Kickstarter. Additionally, the data isn’t newer than March of 2017, so the analysis of the data may not reflect the current Kickstarter market.

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

We could look at a table of average donation and percent funded by category and see which of the categories earned the most money or had people donate more money towards the campaigns. We could also view this by creating a pie chart showing the total amount of money funded with each piece representing a category. Additionally, there is a column in the data showing if a specific campaign was labeled a “staff pick” or not. A table comparing success rate to the staff pick status of the campaign could show us if getting the “staff pick” title on the campaign has an effect on the success rate. In order to look at these factors, the currencies would have to be converted to one type, but the data could be interesting.

We could create a bar chart showing the state of a campaign by country to see if one country’s campaigns have more success over another’s.

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

When looking at box-and-whisker plots of the number of backers for each category, we see the spread of backers for both categories is clustered closer to the bottom of the plot, near zero. This tells us that the median is a better representation of this data.

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

The variance calculations show there is more variance in the successful campaigns. This makes sense because when campaigns are successful, they have people who believe in their project donating money. Some people donate a lot of money to get a campaign off the ground, leading to fewer backers needed to have a successful campaign, and some projects have lots of people donate small amounts to a campaign if it appeals to a wider audience. There is no limit to the number of people donating or the amount of money raised for a successful campaign. With the failed projects, there’s a maximum “limit” to how much was raised and how many backers there were based on the goal of the campaign, so there’s fewer backers total per project, and therefore less variance in the number of backers.