1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   1. Conclusion 1:
      1. Out of the total 4,114 projects, Successful projects take 53.1%, Failed projects takes 37.2%, canceled projects take 8.5%, and Live projects take 1.2%.
   2. Conclusion 2:
      1. Category Theater has the most successful (38.4%) & failed (32.2%) projects; Sub-category of Plays has most successful (31.8%) & failed (23.1%) projects.
   3. Conclusion 3:
      1. The trend of Successful project appears to decline starting on Q3;
      2. The peak months for Failed projects are June, July, and October;
      3. The mean number for canceled projects is 29, and the peak months are July & November.
2. **What are some limitations of this dataset?**

* Previous year’s data for comparison (to determine whether current year’s performance is strong/weak comparing to previous year)
* Forecast/Plan number (to determine whether current year’s performance has hit the goal)

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

* Combo Chart (Clustered Column – Line on Secondary Axis)
* Bar Chart (Clustered Column)
* Waterfall, Funnel

**Bonus Statistical Analysis**

* Use your data to determine whether the mean or the median summarizes the data more meaningfully.
* The data of Mean tells us the average successful/failed project per backers;
* The data of Median tells us how many successful/failed projects a typical backer would have.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
* According to the data of Standard Deviation, it looks like there is more variability with unsuccessful campaign as the Standard Deviation for unsuccessful campaign is closer to the mean within the curve range 68% of (-43.72, 79.14). However, by looking at the data for Successful campaign, the Standard Deviation is further from the mean with the curve range 68% (-649.87, 1038.72). As the value of the Standard Deviation is getting further and further from the mean, there will be less value occurred.