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**Excel Challenge Discussion Questions**

1. Given the provided data, there are a few conclusions we can draw about Kickstarter campaigns. The first one is that Kickstarter campaigns are more likely to be successful than not if we look at all campaigns in general, without regarding the category they fall in. However, another conclusion we can come to is that Kickstarter campaigns in certain categories are more likely to be successful than others based on the data provided. Kickstarters that fall in the performing arts categories (theatre, music, plays) compose most campaigns and are also the most likely to be successful. However, campaigns specifically regarding food are more likely to fail than to succeed.
2. Some of the limitations of the dataset are the number of campaigns in certain categories and sub-categories. Most successful sub-categories fall in the larger categories of theatre, music, and film/video. While these are the most successful categories, they also have the most overall number of campaigns. The least successful categories are a lot less abundant in number of campaigns than their successful counterparts. Food, games, journalism, publishing, and photography all have less than half of the number of campaigns than the most successful categories (theatre, music, and film/video) have.
3. See reports table 1 thru 10.

**Bonus Statistics Questions**

1. Although both measures of central tendency here give us a clear trend, the mean more meaningfully describes the data in this case as there are no obvious outliers skewing the data. The mean is an accurate summary of the number of backers for both the successful and failed campaigns.
2. There is more variability in the number of backers with successful campaigns than with unsuccessful campaigns. This makes sense because there is more room for variability in successful campaigns as they have the potential to have a very high number of backers. Whereas failed campaigns have failed because there weren’t enough backers/donations in order to be successful in the first place, thereby limiting the potential for the number of backers to be very high at all.