Excel Challenge Responses:

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

According the data set provide, highest Backer count was in July with 387. Additionally July had the most failed amounts with 150 backers. The most successful backer count was in May with 234. The data also showed that majority of contributions went to the categories of theater, music, and technology. Theater resulted in 1,393 grant total backers, music with 700, and technology with 500. Concluding that Kickstarter campaigns are a legitimate form of fundraising and can produce favorable results for a business, group, or agency respectfully.

Limitations

What are some limitations of this dataset?

Limitations to the data set were the values that were excluded due to no participation and/or backers. Also, the amount of backers and the amount donated are inconsistent. While some may have multiple donors, they do not amount to some categories that have less donors and more amount given which can sway consistency of the results. All Campaign have differing cut off dates to collect backer. Leaving room for inconsistent definition of success vs. Fail. Had the campaigns had same number of days/weeks/months/ years to collect, the data would reflect more consistent trends. What are some other possible tables and/or graphs that we could create?

Other

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

Other graphs can include Box chart to identify outliers and data that deviates too far from the data collection. Additionally a pie graph with categories could have helped identify successful, failed, and cancelled.

Bonus Analysis

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

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

The mean depicts that there were far more successful campaigns than unsuccessful. Due to the higher average, it can indicate that Kickstarter campaigns garner positive results overall. Limitation in the data indicates that there are substantial variations between successful and unsuccessful campaigns including what time of year, the length of time campaigns run, and type of campaign presented. (i.e film & video vs. documentary) With the variations presented, it is difficult to determine if results of ethe Kickstarter are effective in their ability to garner a successful backing.