**Excel: Kickstart My Chart**

* Create a report in Microsoft Word and answer the following questions.

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. Success Rate is affected by project goal, amount pledged, category.

Based on Category and State -

In journalism category only canceled campaigns are listed which shows that these campaigns were scheduled and then cancelled due to unknown reasons.

Live campaigns were in the category of Food, Music and Theater.

Most Successful campaigns were in the category of Theater, Music, Film and Video and Technology.

Based on Subcategory and State –

Rock, hardware, documentary, shorts, television, tabletop games were 100% successful and Plays was mostly successful.

Art books, Audio, Science Fiction, World Music were just scheduled and canceled (reason not known).

Animation, Children’s books, drama, Fiction, jazz, Video Games were 100% Failed.

Based on Date and State –

Most Successful Campaigns were in the months of May & June, and least successful were in the month of Dec.

1. Success Rate is directly proportional to goal and pledged amount.
2. Highest Successful Percentage and least percentage of failure & cancellations were with the campaigns whose goal was less than $1000.0.

So, greater the goal the percentage of failure and cancellations is increasing, and percentage of success is decreasing.

1. What are some limitations of this dataset?

1. Actual reasons for the canceled campaigns are not known.

2. Some projects are scheduled and cancelled, without reasons conclusions cannot be drawn.

3. Some information is still missing like details of the projects why they were successful then we could derive to the conclusions of what measures to be taken so that the failed projects can be successful.

1. What are some other possible tables and/or graphs that we could create?
   1. We can create tables and graphs based on countries and the category – and we can understand which campaigns will do well in a particular country and which will not.
   2. We can create graph based on pledged amount as per the category – to understand the reason for which category after pledging the backers are backing out.

**Bonus**

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

The greater number of backers the campaign is likely to be more successful and vice versa.

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

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| --- | --- | --- |
| **Description** | **successful campaigns** | **unsuccessful campaigns** |
| The mean number of backers | **194** | **18** |
| The median number of backers | **62** | **4** |
| The minimum number of backers | **1** | **0** |
| The maximum number of backers | **26457** | **1293** |
| The variance of the number of backers | **713167.38** | **3775.69** |
| The standard deviation of the number of backers | **844.49** | **61.45** |

Successful campaigns have more variance than failed ones as it has bigger sample size and a greater number of backers.