MODULE ONE (EXCEL)

1. CONCLUSIONS

The were more successful campaigns done than those canceled and or failed.

The highest number of successful campaigns ranged from (1000 to 4999) and (5000 to 9999)

There is also a significantly low number of cancelled campaigns (28) across the entire data sheet

1. LIMITATIONS OF THE DATA SHEET

We had a few live events (14) still running in the data sheet therefore making it impossible to determine whether it was successful, canceled or failed. Most of the analysis therefore excluded these important data points.

1. OTHER TABLES OF GRAPHS

A box and whisker plot would have also been generated seeing as it would help us identify outliers in the datasheet easily.

A quartiles table including the z-scores would also be generated there by also enabling us to generate the interquartile range. This would help us easily identify if this is actually normal distribution ,which is desirable, or not.

STATISTICAL ANALYSIS

The mean of the successful campaigns was 851.14 while that of the failed campaigns was 585.61. This for me summarizes the data sheet appropriately with medians 205 and 114.5 respectively

There was also higher variability with the successful campaigns with Var.p =1603373.7 compared to that of the failed campaigns with Var.p=921574.68. This makes mathematical sense in a way that, data points for the successful campaigns are further apart from the mean compared to data points of the failed campaigns. The failed campaigns have a smaller standard deviation (959.98) compared to that of the successful campaigns (1266.24)which further shows how far apart the successful campaigns data points are from the mean.