**Excel Challenge HW1 Report**

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

1. Most successful campaigns in parent categories belong to art and entertainment (excluding games), such as film & video, theater and music vs. more risky campaigns, as technology, food, photography and publishing. (seen on Chart on pivot\_table\_1 worksheet).
2. When looking at sub-categories for relative number of successful campaigns, “plays” (from Theater parent category) significantly dominates over others. Campaigns with lowest risk are rock, documentary and hardware. (seen on Chart on pivot\_table\_2 worksheet).
3. In overall, number of successful campaigns is higher than failed and canceled across all years. Although around last quarter each year number of successful campaigns is similar to the number of failed campaigns. (seen on Chart on pivot\_table\_3 worksheet).

What are some limitations of this dataset?

To analyze effect of staff\_pick and spotlight on number of successful campaigns.

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

Relation between the state and Average Donation: pivot table with a filter Parent Category and containing state as row and Count of Average Donation. (Spotlight or staff\_pick can be added to the rows); bar chart of this relation.

Bonus Statistical Analysis:

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

For both states, successful and failed, the median summarizes the data more meaningfully due to large numbers of outliers.

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

Successful campaigns have more variability due to higher standard deviation value of 844 vs. 61 of the failed campaigns. It makes sense, because of the higher numbers of outliers: significant difference between the maximal value in the set of successful campaigns vs. mean value and vs. maximal number of failed campaigns (while minimal value for both types is similar).