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Data Analysis Tec Bootcamp

**Excel Homework: Kickstart My Chart**

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

Starting a theater campaign though Kickstarter has a 60% likelihood of success, being the second most successful category within the platform and the most concurred as well.

Music campaigns have the most chances of being successful with a 77%, being the category with one of the smaller failure ratios with 7.8% We can see that starting a campaign in February, June, and/or July can have a positive seasonality impact on the successfulness of the same.

Journalism has the highest ratio of canceled campaigns with 100%, this category does not have any monthly or countrywide distribution so we can conclude that they are just not attractive enough to the investors or their winning margins are extremely low.

1. What are some limitations of this dataset?

Limitation of the dataset are fixed on the limited information of the data, there is no information or specific commentaries on why a campaign was successful or not, seasonality movement can be seen in the monthly avg. successful campaign although we cannot tell if there was something specific¡ within the Kickstarter campaign strategy that changes throughout the years.

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

We could create a graph to make a yearly and by country distribution, this could tell more if Kickstarter created new strategies or had more investment on campaign production and marketing, also, we could identify if the country in which each campaign was created could impact on the successfulness of the same.

**Bonus Statistical Analysis:**

The mean is a more meaningful and representative value because it takes in counter all the values in play and delivers the average score for backers by successful campaign. The median only shows the middle value with no representation on criteria variability.

Successful campaign has a higher variance between each campaign. This makes for several reason, starting from the fact of amount of successful campaign vs failed ones and going to the fact that successful campaign tend to have either more backers for the type of project and expected reviewed or extremely few and a one time wonder success.