Excel Challenge Write Up

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

* Campaigns related to the Arts (Film, Music, and Theater) were more likely to be successful than those related to technology, foods, or games.
* The higher the goal for the campaign, the lower the chances of having a successful campaign. Campaigns with goals less than $1,000 were 71% successful, whereas campaigns with goals of $50,000 or more were only 19% successful.
* Campaigns related to music had the highest success percentage with 77% percent compared to that of the other campaigns.

1. The dataset doesn’t include any factors that might have been a contributing factor to a campaign’s success, like marketing. Is the goal to finance the entire project? Or is the campaign being used to make the final touches on a product? Is this the first campaign started by the campaign owner? These can play a major factor in whether the Kickstarter community funds the project and becomes successful.
2. What are some other possible tables and/or graphs that we could create?

* Comparing campaign categories with funding goals.
* Comparing the length of time of a campaign vs. whether the campaign is successful or not.
* Comparing campaign success rates between countries.

Bonus Statistical Analysis.

1. The median for the data set serves as a more significant data point than that of the mean. The “mean” is the average total backers for a campaign, and it can be influenced by outliers such as campaigns that go viral and significantly exceed their goal. Also, goals only need to have at least one backer to be considered successful; this can dramatically influence the calculation.
2. There is more variability between success than failed campaigns, and this makes sense given the data set. The range of backers from successful campaigns goes from 1 to 26,457. Compared to that of failed campaigns having a range of 0 to 1293. The minimum number of backers also adds to the variance since only one backer is needed for a campaign to be considered successful. Failed campaigns can only have 0 backers and fail and or they can have over 1000 backers and fail.