Excel-Challenge

Due 6/12/21

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

* Based on the category and sub-category outcomes, we can conclude that Kickstarter campaigns tend to be used most frequently for funding Theater/Plays.
* If we look at the proportion of successful campaigns per sub-category, we see that documentaries and rock music are successful in securing funding nearly 100 percent of the time.
* We can also conclude that, in general, the most successful campaigns are created between May and June. In addition, December appears to be the worst time to start a fundraising campaign.

1. **What are some limitations of this dataset?**

* This dataset does not specify the methods of advertisement used by each group. We could use this data to determine the most successful method for increasing exposure of the campaign to larger audiences.
* The dataset does not specify whether the campaign is started by an individual or an organization/group. We could compare the rate of success of campaigns run by individuals versus those who have a larger support network.

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

* We could create a graph to compare the rate of successful campaigns by country.
* We could use a graph to compare the rate of success for campaigns who were in the ‘spotlight’ or ‘staff\_pick’ category to see if there is a correlation between this and meeting the funding goal.

**Bonus Statistical Analysis**

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

* The mean summarizes the data more meaningfully. When we compare the mean of the successful campaigns and the unsuccessful campaigns, we see that there is a significant difference in the number of backers (~194 vs ~18). It could be reasonably assumed that generally, if a campaign has a higher number of backers, it is more likely to be successful.

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

* There appears to be more variability with successful campaigns in terms of number of backers. This does make sense because with successful campaigns in this dataset, the upper limit of number of backers is much higher (26,457 vs 1,293). This supports the suggestion that successful campaigns tend to have higher numbers of backers.