Excel Challenge Responses (Kaylon Young)

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

1. Most campaigns appear to be for entertainment, including theater, film & video, and music. The highest number of campaigns is for theater. Of those campaigns are for theater, most are for plays. Documentary, shorts and television campaigns are also successful.
2. Journalism has few campaigns, and all were canceled. Publishing are campaigns are also very low.
3. The highest number of successful campaigns occur in the winter and spring. During the summer successful campaigns decrease but increase in fall before dropping off again in December. The number of cancelled campaigns is steady for most of the year, with increases in January, July and November.

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

1. The currencies for the campaigns are not consistent. They use their local currency. Dataset does not cover entire years. 2009 covers six months and 2017 covers three months.

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

1. Currency could be converted to one currency to see a more consistent amount of goal and pledged funds. Those funds could them be calculated and graphed.
2. Number of days of each campaign could be determined from the date creation and date ended. Then see the average number of days of campaigns by category.
3. Also using the average number of days, we could see the average amount of funds pledged per day per category and that could be graphed.
4. Also, the average number of backers pers category and sub-category could be calculated and graphed.

Bonus:

1. *Use your data to determine whether the mean or the median summarizes the data more meaningfully.*
   1. The median provides more data. With the mean, we may assume that most of the numbers are a similar range. However, there are some backer counts are outliers.
2. *Use your data to determine if there is more variability with successful or unsuccessful campaigns.* 
   1. There is more variability in successful campaigns.
3. *Does this make sense? Why or why not?*
   1. Yes, this make sense. The min and max values are substantially different in the successful campaign dataset.