Excel Homework: Kickstart My Chart

1. Given the provided data, what are three conclusions we can draw about Kickstarter Campaigns?
   1. We can conclude that Theatre is the most popular category among Kickstarter Projects, followed by Music. However, Music has a much higher success rate as compared to Theatre.
   2. Similarly, Plays are the most popular sub-category among Kickstarter projects by an incredibly large margin. However, the success rate for Plays is much smaller as compared to the runner up, Rock. While Plays are more common, it is much less likely to become fully funded, as compared to Rock, which is almost 100% likely to be funded.
   3. We also see that most Kickstarter projects are successful within the April-June time period. This is likely because this is around the Summertime, when individuals are much more likely to back a Kickstarter project. Kickstarter projects are also much less likely to fail around the February to April time period.
2. What are some limitations of this dataset?
   1. Out of the 300,000 Kickstarter projects, this dataset only includes 4,000. Making up only 1.3% of the total projects on Kickstarter, this is an incredibly small sample to draw such conclusions from. Additionally, the definition of what constitutes certain projects to be defined in certain categories is also up for debate and discussion, and some projects can be a mix of multiple categories, have its own undefined category, or actually be a subcategory of a larger category.
3. What are some other possible tables and/or graphs that we could create?
   1. We could also create tables that shows the success rate depending on which country the project originated from, or compare the success rates with whether or not it was a staff pick. We can also compare the number of backers to other data.

Bonus

* Use your data to determine whether the mean or the median summarizes the data more meaningfully.
  + The median is a much more meaningful method of summarizing the data, as extreme outliers that donate incredible amounts of money can skew the data.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  + There is a much higher variability with successful campaigns as compared to failed campaigns. This is likely because successful campaigns need to collect a large amount of funds in order to obtain such a definition, and the surest way to achieve such funds is by having backers that donate extremely large amounts of money, far away from the money donated by the average backer.