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Homework 1

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Excel Homework: Kickstart My Chart

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

1. Based on the 1st pivot, we can see that 53% of the projects were successful. And of the projects, the music category has the best successful rate at over 77%, followed by the theatre category with a rate over 60%
2. According to the pivot table 2, the sub-category of plays has the biggest portion of success compare to the other sub-categories.
3. The data for the projects runs from 2009 – 2017 and according to pivot table 3; May through July or the summer months, appear to be most popular with at least several hundred successful projects per month during this period.

What are some limitations of this dataset?

* The dataset does not factor certain demographic factors such as income, race, gender, etc. These factors can greatly impact interest and even the funding received.

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

* A boxplot could help us break the category selections into quartiles and help visualize the median of the selections. A scatterplot could help us see outliers in the data, and further visualize hot spots in the data.

BONUS STATISTICAL ANALYSIS:

I think the mean summarizes the data more meaningfully because we can see that overall, the Kickstarter program had a great deal of support in relation to the ones that just failed. This may also show that there a certain categories that may not be liked as much, hence their lack of backing. So inherent bias may exist.

There is more variability in the successful campaigns, however I believe this makes sense given the number of backers. So, there is a much greater range of various goals that were met.