Excel Challenge \_Analysis

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

* Of all 3, successful campaign is the highest at 2,185.
* Theater parent category was the highest for successful campaign.
* Plays sub-category was the highest for the successful category.

1. What are some limitations of this dataset?

* Reliability of the dataset and whether the dataset is representation of the whole population.
* Not clear if there are outliers in the dataset, and if we should exclude them.
* We do not have a sense of the variability of the data.

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

* Box Plots, which is a simple but effective way to visualize outliers
* Scatter plots, which is best used for showing distribution in large datasets.
* Data Frequency chart – this will give a sense of mean, median and mode.