# Excel Homework: Kickstart My Chart Report

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

## Firstly, theater category projects have the highest number of successful projects, followed by music category projects. The noticeable thing is that music category projects have the highest success rate, 77%, followed by theater category projects' success rate, 60%. Considering all the cases' success rate is 53.1%, the projects used music have a remarkable result, failed projects that used music is only 17%. We can conclude that campaigns through music have a high possibility of success.

## Secondly, plays sub-categories have the highest number of successful projects, followed by rock. However, they have quite many failed projects as well. Meanwhile, all the 260 rock sub-category campaigns were successful, and there is no failed or canceled case. We can say the campaigns using rock music will be successful at with high probability.

## Thirdly, the projects which were run in December have the lowest success rate of 44%. December is the only month that has more failed projects than successful projects. May has the highest success rate of 60.6%, followed by Feb, 60.3%. We can say that the projects run in December has the highest probability to fail.

## Lastly, according to the 'Outcome Based on Goal' pivot table, we can conclude that the campaigns whose goal was low tend to succeed more than when campaigns have a high goal. If the goal is too high, the projects tend to be failed or canceled.

## What are some limitations of this dataset?

## In the "Average Donation" column, the dataset has a limitation because the currencies in the "Pledged" column are different depends on countries. It makes it hard to analyze which project has high/low average donation. To get a precise insight regarding it, it would help convert all the data to use the same currency.

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

We could create a pivot table to analyze how much percent funded per category, sub-category, and month, respectively. We can also create clustered column graphs to compare easily.

We could also create a pivot table that will analyze how many backers per category, sub-category, and month, respectively. Also, clustered column graphs would help to analyze and compare the number of backers.

(Bonus Statistical Analysis continued on the next page)

# Bonus Statistical Analysis Questions

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

As there are many outliers in both data, the **median** summarizes the data more meaningfully. That is because the value of the mean would be dominated by these many outliers rather than typical values.

## 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 more variability with successful campaigns than unsuccessful campaigns. It makes sense as most unsuccessful campaigns tend to have a very low number of backers as it is possible to guess the campaigns failed due to the low number of backers. On the other hand, successful campaigns will have a wide range of backers as there is no limitation in the number of backers. Some campaigns could gather many backers and success, and some campaigns could gather only a few backers but still a success.