Yangzi Xin

Tue/Thur

Feb 6th 2020

Excel Report

Q1

* As the goal increases from less than $1000 to greater than $50000, the number of the campaign who was successful is descending which means that the less the goal, the more chance of success.
* Theater is the most popular category among the campaigns and journalism is the least popular category.
* Plays is the most popular sub-category among the campaigns and has higher rate of success.

Q2. There could be a bias when collecting the data or when drawing the data of 4,000 past Kickstarter projects.

Q3. We could create chart/scatter graphs over outcomes(successful/failed) and number of backers for the campaigns in order to observe how the data distributed and the relationship between the two variables.