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Excel Homework

3/13/2021

Pod B

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   1. The top three category as far as total number of campaigns are:
      1. Theater
      2. Music
      3. Film & Video
   2. Based on the number of failed, canceled, and successful campaigns by month, it appears that those created in December have a lower success rate.
   3. The US has more campaigns then all the other countries combined. However removing the US from the dataset, theater is still the largest category by far. From that we can infer that worldwide, theater is the most numerous campaign type.
2. **What are some limitations of this dataset?**
   1. There are only two dates, created and deadline, so you can’t generate any statistics based on how quickly or how long projects take to reach their funding goal.
   2. The goal amounts are in difference currencies. However, to translate them you would need to pull translation rates related to the day they were created. If you didn’t have access to translation rates this could limit you on analyzing financial data.
3. **What are some other possible tables and/or graphs that we could create?**
   1. It would be interesting to see the percentage or successful vs failed by category. I’m curious if the different categories have similar success rates or if there is one category that is consistently more successful.
   2. The different goals are based in local currency. To determine which categories require the highest funding amount, you could translate all the project to USD currencies to make some financial comparisons.

**Bonus Statistical**

1. **Use your data to determine whether the mean or the median summarizes the data more meaningfully.**
   1. The median is the more useful measure of central tendency as the distribution of backers is positively skewed, pulling the mean in the positive direction.
2. **Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**
   1. There is a greater variability with successful campaigns. Successful campaigns have a broader range of backer counts, as can be seen by the standard deviation in the above chart. You can also see that by referencing the min and max values when comparing successful vs unsuccessful.