Annika Pavlovich

Excel Homework 1

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. From the data we can conclude that the campaigns most likely to succeed are in the arts, ie. Theater, music, and film
   2. Campaigns are most successful between February and July
   3. Campaigns with lower funding goals were much more likely to be successful and the more money they needed the less likely they were to succeed.
2. What are some limitations of this dataset?
   1. The dataset is quite small so some of the categories and/or results may be too small to be statistically relevant.
   2. The dataset only includes Kickstarter campaigns and no data from other funding sources.
3. What are some other possible tables and/or graphs that we could create?
   1. If the spotlight data column is referring to whether or not the project was “Spotlighted” on their website or something similar we could look at the relationship between that and the outcome/state. Were they more likely to be successful if they were spotlighted?
   2. We could do the same with the staff pick column.

Bonus:

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.
   1. The standard deviation and variance are quite large so we know that the data is really spread out, the median is likely a better measure of the data. There are a few very large outliers, if they were removed the mean would be a more accurate measure.
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 seems to be more variability with successful campaigns. The variance for successful campaigns is really large (712841).
   2. This makes sense because a campaign can fail just from not getting enough backers.