Excel Challenge Report

1. Looking at the two bar charts created from the pivot tables containing data about categories and sub-categories, we can draw 2 conclusions. First, from the main categories table, we can conclude that the theater category had the most successful campaigns. The sub-categories table shows that campaigns for plays were clearly the most successful, with almost 700 successful campaigns. The third chart with data showing how many campaigns were successful, failed, or canceled by month tells us that May had the highest number of successful campaigns and that July had the highest number of failed campaigns. May is the best time and July is the worst time to create a Kickstarter campaign.
2. I think it may be beneficial to see exactly why campaigns failed or were canceled. You can infer that certain campaigns failed because they simply did not meet their goal, but there could be other reasons that contributed. I would want to know why campaigns were canceled as that could give more insight for the third pivot table we created, for example.
3. We could possibly create another table comparing the campaigns’ outcome to their backer count. You could also filter the table by country to see which countries have campaigns that tend to get more backers.

**Bonus Statistical Analysis Questions**

1. I think the mean summarizes the data better than the median. Looking at the minimum and maximum for both outcomes shows a pretty wide range of the number of backers for the campaigns. The median does not represent that range well.
2. There is more variability with successful campaigns. This makes sense because the number of backers is related to the goal of the campaign. If the campaign was successful, the number of backers varies more due to the size of the goal. When a campaign fails, that means the goal was not met most likely due to a low number of backers. The number of backers for failed campaigns will stay within a low range compared to successful compaigns.