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Excel Challenge Homework Questions

Week 1

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? Explain the reasoning behind your answers.**

The first conclusion is that there were more successful campaigns with campaigns that have a higher number of backers. This is shown through the average number of backers of successful campaigns being about 194 and the average number of backers for unsuccessful campaigns being about 19.

The data also shows a potential relationship between the amount of the goal for each campaign and the outcome of the campaign. The percentage of successful campaigns tends to be higher when the goal amount is lower.

Although the category that had the highest number of successful campaigns was theater, music had the highest percentage of successful campaigns. The percentage of successful campaigns within the music category is 77%. The percentage of successful campaigns within the theater category is 60%. A third conclusion based on this data is that music is the most successfully funded category

1. **What are some limitations of this dataset?**

One limitation is that the data does not tell us how the campaigns were advertised. With this information it could potentially provide more insight into why campaigns are more successful.

1. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

We could also compare the goal range and the category in order to analyze if there are certain categories that are more successful and also have more campaigns with a lower goal range. This could determine potential factors in why some categories are more successful.

**Bonus Statistical Analysis (Central Tendency Bonus 2 Worksheet)**

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

The mean summarizes the data more meaningfully because the number of backers varies so widely that having the median does not tell us much when comparing successful and unsuccessful campaigns. Having the mean provides a general picture of the relationship between having a higher number of backers and a successful campaign.

* **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. This makes sense due to the fact that the standard deviation is higher.