Excel HW Questions:

**1. Given the data provided, what are three conclusions we can draw about kickstarter campaigns?**

When kickstarts launch during November-December it appears to have a low number of kickstarter successes. By comparison the percentage of successful campaigns was highest when launched in May.

Tabletop games appear to be wildly more successful then technology-based games.

Music appears to have a very high percentage of successful kickstarters compared to categories.

**2. What are some limitations of this data set?**

One limitation of this data set is that it only goes through 2017. In the rapidly developing technological world we live in there could be very different data in 2020.

Some kickstarters offer rewards for donating (for example, exploding kittens gave donators a copy of the game) knowing this information for each kickstarter may change how we interpret the data.

It would be helpful to have explicitly stated how long kickstarts were open on the platform and accepting backing.

Our background information informed us that only a third of kickstarters have successful funding outcomes, however, the data provided in the spreadsheet indicates far more are successful. This may imply we have not been given all the data.

**3. What are some other possible tables and/or graphs that we could create?**

We could create a pie chart in order to more easily compare sub-categories to the whole category or compare things as percentages of a whole.

Comparing how many days successful vs unsuccessful kickstarters are on kickstarter, perhaps using a bar graph

Comparing success rates of projects by country in a bar chart.

Excel Bonus HW Questions:

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

The data for our backers is a significantly skewed data set with outliers of a few backers who donated far more than any others. These outliers cause the mean to be higher than the middle of the data set. Thus, making the median a better indicator for this data set.

**2. Use your data to determine if there is ore variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

Please note for the answer below I am assuming a larger goal distribution would lead to a higher backers distribution.

It appears the successful campaigns have more variability as they have a much higher standard deviation (they also have a higher variance, but this makes sense as standard deviation is just the square root of variance). This makes sense because all successful kickstarts have reached their goals. While we can see from the data that goals range widely for both successful and unsuccessful kickstarters unsuccessful kickstarts have one thing in common, they all fall short. Thus, regardless of if an unsuccessful kickstarter has a high goal, they often fall far short of meeting it. With successful kickstarters the goals can range widely and they meet/exceed those goals thus their results of meeting their goal range widely as well.

In addition, as a kickstarter gets closer to meeting their goal, this may encourage more small scale backers to invest as they know the project will get fully funded.