W01: Excel HW

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   1. The most popular category and sub-category for Kickstarter campaigns are the theater and the play respectively.
   2. The month May sees the highest number of successfully funded Kickstarter campaigns, while January, June, July, and October see the highest number of fails.
   3. There are more failed campaigns during the month of December then there are successful campaigns.
2. **What are some limitations of this dataset?**
   1. The data does not account for several significant factors: marketing efforts by each campaign’s launchers, existing reputation of each campaign’s launchers, or even which campaigns have overlapping backers.
   2. Campaigns with high marketing budgets or fantastic existing reputation could potentially have a higher probability of success, while knowing where overlapping backers exist could potentially help launchers better cater to a more specific range of backers.
3. **What are some other possible tables and/or graphs that we could create?**
   1. One additional graph could be a pie chart that conveys the percentage of failed-successful-cancelled campaigns within each category and sub-category. While theater does have the highest number of successful campaigns, it is also has the highest number of launched campaigns. This kind of graph would better reveal which categories are more likely to reach success per campaign. A comparative table that shows these percentages is another way this data could be conveyed numerically.

W01: Excel HW Bonus

1. **Use your data to determine whether the mean or the median summarizes the data more meaningfully.**
   1. The median better summarizes the data. Using box and whisker plot reveals that there are a few significant outliers for both the successful and failed categories, which would drastically skew the mean.
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. Expectedly, there is more variability with successful campaigns. The upper bound for number of backers is unlimited, while the lower bound for backers is not (lower bound is 0); in other words, campaigns can have *more* backers than needed to fulfill a goal (over-funded) but never negative backers when they fail. Additionally, campaigns can become successful with any range of backers (low to high number of backers), while unsuccessful ones typically end because they have a low number of backers.