# Excel- challenge Assignment 1

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# Conclusions about Kickstarter campaigns

Conclusion based on categories and countries:

Looking at the categories we can see that Theatre has the maximum number of campaigns launched, with the most successful and failed campaigns. Music has the second highest number of campaigns launched as well as the second highest successful campaigns, followed by technology and film and video.

If we look at this data by countries, we can see that USA launched the highest number of campaigns. These are almost 6 times as much as the number of the campaigns launched in Great Britain, which lands the second position with 604 campaigns. These two countries alone account for almost 88% of all the campaigns launched. Almost 36% of the campaigns launched in USA failed and that number rose to 56% in Great Britain.

Conclusion based on Sub-Category:

If we look at subcategories of the data, we can see that the maximum number of campaigns launched were about plays. This category also had the highest number of successful and failed campaigns. USA comes at the top of the sub-categories, followed by Great Britain.

Conclusion based on date launched:

We had the most successful campaign in the month of May and the least in the month of September. We see a steep decline in successful campaigns in the month of November to December.

We had the lowest number of failed campaigns during February to April. We see an increase in the failed campaigns from April onwards and stays almost same.

Number of cancelled campaigns stayed almost similar throughout the year.

We only had 3 months of live campaigns with an increasing trend from January to March.

Limitations of Dataset:

This data doesn’t tell the gender of the campaign launcher and their age groups. I think these parameters can provide the insight into the success of the campaigner.

Other possible tables and graphs.

We could have a table with relative performance, such as success rate, etc., of all subcategories within a category. We could also find out which category and which project raised the most and least amount of money on an average.

# Bonus Statistical Analysis

Looking at the data for successful campaigns we could see that median summarizes the data more meaningfully. If we look at successful campaigns, mean is 194 with 1 minimum backer and 26457 maximum backers. Median shows us the difference between the middle point and the extreme ends. The significant difference between mean and median suggests that the average is driven by the outlier.

I observe similar skewed distribution in case of failed campaigns as well.

When we observe the variability of both the campaigns, we see that Standard deviation (SD) is 4.3 times of the mean in successful campaigns whereas SD for failed campaigns is 3.4 of its mean. This tells us that data in successful campaigns is more varied than that in failed campaigns.