**Excel Challenge Report**

1. **Given the provided data, what are three conclusions we can draw about kickstart campaigns**
2. Successful campaigns have a much higher average number of backers than failed campaigns, with the former having 194 backers on average, and the latter just 18. This suggests that successful campaigns generally have much higher participation, likely consisting of numerous, small individual contributions, and that there are few cases where a handful of large pledges carry a campaign on their own [Sheet: Bonus Stats]
3. By parent category, music had the highest ratio of successful to unsuccessful campaigns, while food had the lowest.
4. The month of April has the highest success rate, while December has the lowest. To speculate, this pattern is perhaps because of high consumer spending in December due to the Christmas holiday, giving backers less disposable income to invest into campaigns.
5. **What are some limitations of this dataset?**

The data offer a good bird’s eye overview of Kickstarter campaigns and some basic metrics of what separates a successful campaign from a failed one. However, because of the excel formatted structure of the dataset, it is impossible to really take a deep dive on any campaign. For example, we can determine the average donation amount for a particular campaign, however we have no access to any distribution data about pledges for individual campaigns. It would be interesting to see how pledge distribution looked on average and across different categories, such as whether most campaigns had a normal or Poisson distribution of donation sizes. This would allow us to see if campaigns were being carried by a large number of small to medium sized pledges versus a small number of “whale” sized pledges.

1. **What are some other possible tables or graphs we could create?**
   * Pivot table which showed number of >200% campaigns by category and/or subcategory
   * Number of successful and failed campaigns based on whether the campaign had spotlight status
   * Ratio of successful to unsuccessful campaigns for a given year
   * Ratio of successful to unsuccessful campaigns by country

***Bonus Stats Questions***

1. ***Does the mean or median summarize the data more meaningfully?***

*The mean is more useful, because it helps to better explain the massive difference in standard deviation between the two datasets*

1. ***Is there more variability with successful versus unsuccessful campaigns***

*Successful campaigns. This is because a campaign can be successful with a small number of large donors or with a large number of small donors, where in contrast campaigns with a small number of small donors predictably fail.*