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12/6/2020

Excel Homework: Kickstart My Chart

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Campaigns are more likely to be successful than failed or cancelled
   2. Theater is the most successful campaign noted among the 9 categories in the “StarterBook” dataset
   3. Of technology, the web has the most canceled sub-category in the technology category space.
2. What are some limitations of this dataset?
   1. There are staff picks and successful statuses but not sure the age range or why these items were picked over others.
   2. There is quantitative but not qualitative analysis against these picks.
3. What are some other possible tables and/or graphs that we could create?
   1. Identifying different genres and determining those that were successful, canceled, or failed.
   2. Determining the details of the sub-categories in the genres and ranking those details.

Bonus

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.
   1. Mean is the average of the data set. Median is the direct center of the data set. I believe the mean summarizes the data more meaningfully because there are so many larger numbers that are skewing the data.
2. 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. There is more variability with the successful outcomes. This is determined by the number displayed by the variance. The calculation displays 216,160 for successful outcomes compared to 259 from failed outcomes.
   2. This makes sense because the top 3 numbers from successful backers count are 8200, 3468, and 1356. These numbers show that more backers has better outcomes for successful projects.