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Data Visualization Boot Camp

09/05/2023

Excel Challenge Analysis

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

* The theater category had the greatest number of campaigns, with plays being the most popular subcategory.
* August is the month with the most successful campaigns, while January is the month with the most failed campaigns.
* Generally, campaigns with higher goals are more likely to fail than those with lower goals.

1. What are some limitations of this dataset?

Since this dataset encompasses only a small portion of campaigns, the data could be skewed differently than the total of all campaigns available on Kickstarter.

1. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

We could create a pie chart to represent the percentage of the total campaigns each category is responsible for, or a pie chart to represent how many campaigns were successful, failed etc. by category. You could also create tables to show the percentage of successful campaigns per category, demonstrating the most funded categories.

Statistical Analysis

1. Use your data to determine whether the mean or the median better summarizes the data.

The median is a more accurate summarization of the data. The data set is right skewed with outliers high above the majority of the data, where the median much more accurately summarizes the majority of values in the dataset.

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

According to the data, there is more variability in the successful campaigns. I believe this makes sense, because the goals could be met OR exceeded, while unsuccessful campaigns could only fall short of their goal.