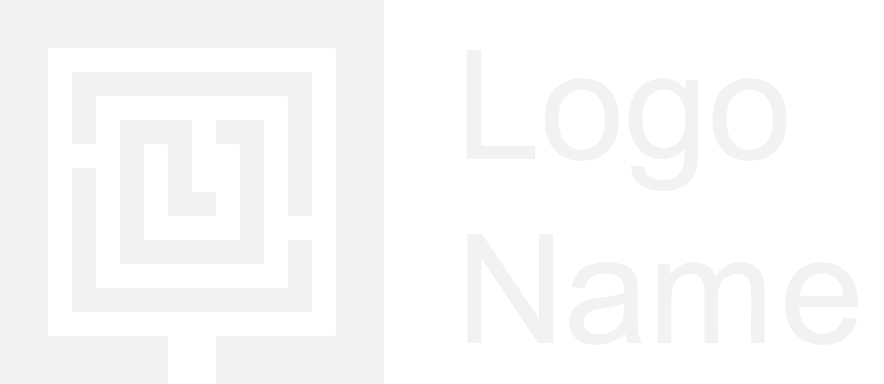


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| Excel Homework |
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| August 8  Rice University Data Analytics Bootcamp  Authored by: Gabriel Pivaro |



# Excel Homework: Kickstart My Chart

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| Background Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.  Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends. |
| *“Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.”* |

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Most of the campaigns are from the theater area.
   2. The sub-category play has dominated the number of campaigns.
   3. From April to September the successful rate of the campaigns has a clear decrease rate.
2. What are some limitations of this dataset?
   1. The dataset does not show how much is the minimum donation for each campaign. In other words, how much is a share or quota of the campaign.
3. What are some other possible tables and/or graphs that we could create?
   1. The average time a campaign is open. This could give an idea if the time is related with the outcome of the campaign.

Bonus:



Q1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.

A: There is a considerable number of outliers. Therefore, the mean might be influenced by these outliers. In this case, the median can be more accurate to summarize the data.

Q2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

A: Using the results of variance, we clearly see that there is much more variability in the successful campaigns. The result might be explained by the lower number of backers in the successful campaigns.