**Excel Challenge**

Create a report in Microsoft Word, and answer the following questions:

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

***Response:***

* ***56% of the crowdfunding projects are successful.***
* ***Most of the crowdfunding projects are in plays***
* ***Projects started in the month of June and July have more success rate.*** 
  1. What are some limitations of this dataset?

***Response:***

***Other parameters such as the kind of team/staff, and marketing done through social media, TV, Radio, etc are missing from the data which could help infer what makes a successful or an unsuccessful campaign.***

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

***Response:***

* ***There should be a column on the duration of the campaign to study the relationship between the duration of the campaign and the outcome of the campaign***
* ***Covariance or a relationship between campaign outcome and spotlight to conclude success or failure of the campaign***

**Bonus Statistical Analysis**

|  |  |  |
| --- | --- | --- |
|  | **Successful Campaign** | **Unsuccessful Campaign** |
| **Mean** | 851 | 586 |
| **Median** | 201 | 115 |
| **Minimum** | 16 | - |
| **Maximum** | 7,295 | 6,080 |
| **Variance** | 1,603,374 | 921,575 |
| **S.D** | 1,266 | 960 |

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

***Response:***

***Mean, Median helps us understand that successful campaigns have higher backers than unsuccessful ones.***

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

***Response:***

***There is more variability in the successful campaign 1,603,374 than in unsuccessful ones 921,575.***

***Well, the Variance and SD do not give us a proper conclusion because numbers are too high to estimate the number of backers required to make a campaign successful.***