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Data Analytics Boot Camp

7/21/20

Homework 1 – Excel Challenge Responses

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   1. Kickstarter campaigns are most common in the United States. About 74% of all campaigns were launched in the US (3,038 campaigns out of 4,114 total).
   2. The sub-category of Plays makes up about 25% of all campaigns, and about 65% of Play campaigns are successful.
   3. For the most part, the greater the goal amount, the less successful the campaign is. The most successful campaigns are less than $1,000.
2. **What are some limitations of this dataset?**
   1. The currency types are inconsistent – we would need to convert these to perform an accurate analysis of amount raised by campaign.
   2. Not all campaigns were active for the same length of time, which could factor into their success rates.
   3. We don’t know how the categories/sub-categories are assigned, so it’s possible that like campaigns are not consistently categorized.
3. **What are some other possible tables and/or graphs that we could create?**
   1. How long the campaigns were active by state (successful, failed, canceled, live)
   2. The average donation by state
   3. The number of backers by state
   4. How much over the goal successful campaigns raised
   5. How many staff picks were successful (how much this affected success)

Bonus Statistical Analysis

1. **Use your data to determine whether the mean or the median summarizes the data more meaningfully.**
   1. The mean is a much better representation of the number of backers by successful/failed campaign since the number of backers by campaign varies greatly.
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 much more variability with successful campaigns. This makes sense based on the data because the difference between the maximum and minimum number of backers for successful campaigns was 26,456 whereas the difference was only 1,293 for failed campaigns.