Excel Homework- Conclusions

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * From the first stacked bar graph, we can see that the category with the most successful outcome is theatre. With 839 successful campaigns there are 299 more successful campaigns than the next closest category (music). It could be inferred that individuals who spend time and money at the theatre are more likely to be wealthier and thus are more inclined to donate larger amounts and more frequently than other categories.
   * Going deeper into the theatre category it is seen that plays are the clear favorite of donors, with 694 successful campaigns going toward plays. Once again this shows that the more affluent individuals donate to plays at a very high frequency, their expendable income is greater than those who donate to the other sub-categories. Rock is the second most donated with 260 successful campaigns.
   * Going month to month we can see that the most successful campaigns occur in May (234), and the second most are seen in June (211). There could be any number of reasons why Quarter 2 sees the most successful campaigns. The weather is nicer during this time so people are more likely to go out and they want to spend their money on things they are invested in. Also, there is the possibility that since May follows tax season, and people may be enjoying their tax refunds, there is more expendable income and they want to spend this extra money on things they enjoy doing. Which also goes back to the point that wealthier individuals might receive bigger tax refunds to fund these projects.
2. What are some limitations of this dataset?
   * One limitation could be that the income of the donors is not represented, it would be interesting to see which campaigns are the most successful based on a salary cap (e.g. campaigns with donors who make <$100,000 vs campaigns with donors who annually make >$100,000
   * There are multiple values with no data, or no donors have yet backed the campaign. There is a small chance that if they were donated there could be other categories which are not accounted for and which could see a higher tick of donors if given some more time or exposure.
3. What are some other possible tables and/or graphs that we could create?
   * Pie chart showing total distribution of successful, failed, canceled, and live
   * Scatterplot

Bonus Pt 2

1. The data shows that the mean and median, in both unsuccessful and successful, are quite different from one another. This shows that the data are skewed, or there is not a normal distribution. It would make more sense to use the median as a representation of the data
2. There is more variability with successful campaigns, showing that successful campaigns can be highly backed, possibly because the more successful a campaign is, the more people will see it. And unsuccessful campaigns are less likely to be seen by more people.