1. Excel Homework: Jenn Borgogno
2. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

1. Theater has the most successful Kickstarter campaigns at 839 successful, followed by music and film at 540 and 300 successful campaigns, respectively.

2. Generally speaking, the lower the overall monetary goal, the higher the success rate.

3. Successful campaigns appear to have a higher number of overall backers.

1. What are some limitations of this dataset?

We’re building several assumptions into the dataset. We’re assuming that it is a complete dataset with no errors. We’re assuming that success is only a fully funded campaign where there may be percentages of campaigns funded that might eventually be considered successful.

1. What are some other possible tables and/or graphs that we could create?

We could look at success rates by country to see if there is a geographical prevalence for success. We could look at success versus time, to see if there was a particular year that had more successful campaigns launched, or durations of the campaigns.

Bonus-Statistical Analysis

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| 1. Median is a more valuable measure in this case because it is less liable to be distorted by outliers than the mean. |
| 2. The successful campaigns have more variability. This makes sense because generally the successful campaigns will have a larger number of backers and therefore more data in the set. |