Excel-Challenge Kickstarter Projects Analysis

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**Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

1. The most common type of Kickstarter campaign is a Theater campaign which will most likely be a play.
2. The most successful Kickstarter campaigns have financial goals of less than $1000.00. The success rate decreases as the financial goal of the campaign increases.
3. The most successful Kickstarter campaigns are launched in the month of May.

**What are some limitations of this dataset?**

This dataset does not reveal how many backers have a vested interest in the campaign they are backing. Perhaps many of the backers for Theater campaigns are participating in the plays and will share in ticket sales, merch, and concessions.

This dataset does not reveal the details of each donation, just a total. Is the total skewed by several large donations made by very few individuals? This could be a common thread within successful campaigns, but we cannot be certain because the dataset does not give us this information.

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

We could look at the success/ failure rate based on year - Were some years better than other?

We could look at the success/ failure rate based on the duration of the campaign - Are shorter or longer campaigns more likely to be successful?

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

The median summarizes the data more meaningfully. Both successful and failed campaigns contain a small percentage of campaigns with a large quantity of backers. This drastically skews the mean making the average number of backers mush higher.

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

Successful campaigns have more variability. I think that is does make sense. The definition of a successful campaign is quite broad. The range is larger – a low number of backers to a high number of backers, a small financial goal to a large financial goal.