Jessica Doanes

Excel Homework: Kickstart My Chart

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# Analysis Questions

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

Conclusion 1: The most successful kickstarter campaigns are created by creators in theater (839), music (540), and film & video (300), respectively.

Conclusion 2: Journalism is the most difficult category to have a kickstarter campaign.

Conclusion 3: More than 50% of Kickstarter campaigns successfully achieve their goals.

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

* The dataset does not include a Legend explaining the headers. (i.e., spotlight, staff pick)
* The Kickstarter blurb does not provide adequate. For example, was the Kickstarter created to grow/scale up a product that already existed, such as web series on YouTube becoming a TV series.
* The dataset does not contain number of views, click, and redirects from social media and email campaigns, so we cannot identify how many people were informed versus those who backed the Kickstarter.

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

* Number of views, click, and redirects from social media and email campaigns versus Goal, Backers count
* Country by country with filters for parent and subcategory

# Bonus Statistical Analysis

1. **Use your data to determine whether the mean or the median summarizes the data more meaningfully.** The mean describes the data more meaningfully because it provides the average amount for each outcome.
2. **Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?** There is more variability with successful campaigns.