StarterBook Questions

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

A. According to the data, Theater has the most successes with a count of 839. On the Graph on Sheet 2, the large blue section on the Theater column illustrates how much more success that it has compared to the other categories.

B. Not only do Plays have the most successes, Plays also have the most Failures as well. On Sheet3, the chart shows the blue section of the column representing the successes while the grey representing the failures. The Plays column is the highest by a huge margin.

C. On Spreadsheet4, it shows us that May is the time of year with the most successes, while dropping steadily dropping in the fall and winter months. The outcomes for the Failed and Canceled show a similar patter but with the peak at July. With the combination of this data, we can see that most of the activity happens in the beginning of Spring through the Summer months. In Fall, activity declines.

2. What are some limitations of this dataset?

A limitation of a dataset is that there is no feedback on whether the audience enjoyed the show or not.  There were no ratings.

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

We could also use a pie graph as a representation of how much of a slice each category would get.

\*\*\*Bonus Statistical Analysis\*\*\*

1. The Median is a better visualization than the Mean in this case for the fact that the there are some values that are much higher than the others. This would skew the averages considerably.
2. There are more variability with successful campaigns than unsuccessful campaigns for the fact the once backers then to get some success they will pledge much more into it. If campaigns are failing, fewer people would be interested.