**Excel-Challenge (StarterBook)**

Joseph March

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

* Of the primary categories, Film & Video, Music, and Theater were the only ones that succeeded more often than they failed. Of these the most successful sub-categories were Documentaries, Shorts, Television, Plays, Classical Music, Electronic Music, Indie Rock, Metal, Pop, and Rock.
* February through June seems to be the best times of the year to run a Kickstarter.
* Food related campaigns are the least successful Kickstarter campaigns out of all of the campaigns, with Food Trucks specifically being the worst performing sub-category.

2. What are some limitations of this dataset?

* We do not have a way to recognize any prior notoriety of the company or person running each campaign.
* We cannot see how many of these campaigns were re-run after failing or being canceled or were second runs of a successful campaign.
* We cannot tell which campaigns were run by the same company or person to see if a given company or person is having a greater degree of success.
* We cannot see how long the estimated delivery of the end product to the backer of the Kickstarter is for each campaign.

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

* Number of overall backers by product, sub-product, or date to get a sense of the overall active participants.
* A comparison of success/failed/canceled counts for campaigns with high goal values vs low goal values.
* Amount of time between launch and deadline and how that affects success/fail/cancel count.
* Larger Average Donation vs. Smaller Average Donation and how that affects success/fail/cancel count.

Bonus Statistical Analysis

In this data, the Median is more valuable than the Mean because the Median is less affected by outliers, such as the campaigns that exceeded goals by large amounts. Looking at the Variance and Standard Deviation, there is more variability in the successful campaigns than there are in the unsuccessful campaigns. This makes sense, as a successful campaign can potentially go way beyond the planned goal, but an unsuccessful campaign is always less than the planned goal’s size.