Unit One Excel Homework Assignment

1. The three conclusions that I can gather from the data are:
   1. The parent category/subcategory of “theater/plays” is the most popular with the most failures.
   2. The parent category/subcategory of “journalism/audio” is the least popular and only campaign without any failures.
   3. The subcategory of “world music” had no failures as well.
2. The data is average size and does not answer the question(s) it was trying the seek out in entirety. 76% of the data is primarily from the United States while three categories take up 70% of the data (theater/ plays at 34%, music at 18%, and film/video at 18%). The data as a whole is not a good representation of the world as a whole nor does the data give each category an even playing field.
3. Utilizing boxplots, hence the bonuses for the homework assignment, would have been a great way to analyze the data. By utilizing the IQR, standard deviation and variance, the analysts can deep dive into the outcomes of the categories for a better understanding. The analysts can look at aspects such as outliers, what best presents the data (median or mode), how much variance is within the outcomes, and provide more information regarding the usability of the data on a statistical standpoint.
4. The mean for both the successful and fail campaigns best summarizes the data. This is displayed via the boxplots for both sets of data as the mean is the most centered in the IQR.
5. There is more variability with the successful campaigns because both the variance and the standard deviation are larger. This makes sense because no campaign is the same and “level of success” varies as well and are defined differently.