**Excel Homework Conclusions**

1. Three conclusions that could be derived from the analysis of the data set include; music is the most successful category of Kickstarts, with a variety of the genres resulting all projects being successful, plays Kickstarts are the most common subcategory, and Kickstart is most used in the US.
2. As with all data sets there are limitations which need to be addressed as conclusions are being made. A few of the limitations of this data set include the effect staff pick plays on how the projects are seen on the website, the differences in the specificness of each category,

does not include data on how frequently the Kickstarts were shared and or viewed, and there is no information on the where the backers were from.

In many places staff picks are displayed more often on a website or seen at the top of the list. This could very easily affect how successful a project is. Without the understanding of what staff picks are or what happens when they are picked it is hard to determine how much of a role it played in the success of a project.

The data set provided by Kickstart lists categories and subcategories for the various fundraisers, though each category is does not appear to be equally subdivided. This can be seen between the division of Music, Film&Video and Theater. For both Music and Film&Video, the categories are divided into extremely narrowed subcategories of the genre. Though Theater is divided into play and musical. Though these are both types of Theater for a comparison, it would have been most beneficial to see them divided by genre. With this division, it appears as plays are the most common subcategory though it is solely due to all the other categories being further divided by genre.

Also, another limitation of this data when people are using it for assistance in creating their own Kickstart is that there is no metric on how many people viewed the kickstart versus backed it. This could be insightful because in some categories everyone who viewed the kickstart may have become a backer whereas others may have had many backers, but it may have just been viewed by more individuals. If this metric were available an individual looking to create a kickstart could look at the fundraisers or categories/subcategories which had a higher percent backer based on views.

1. Some possible tables or graphs that could be made from this data are:
   1. A table and figure of success rate versus amount of time between creation and end per category per category or subcategory.
   2. A chart of if it is staff pick versus success rate.
   3. A table and figure of number of Staff pick per category or subcategory.
   4. A table and figure of number of backers and success rate based on category or subcategory.
   5. A figure on goal dollar amount versus successful based on category or subcategory
2. Bonus Stats Analysis
3. The mean appears to summarize the data more meaningfully, since there are outliers which skew the mean.
4. There is more variability with successful campaigns, which makes sense because if someone was really interested in funding a project may give larger quantities of money for a donation leading to fewer backers. It is also more likely that if someone decided to back a fundraiser that they would share the fundraiser with others leading to more views and more potential backers.