Excel-Challenge\_kcw

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

For the top largest categories, they tend to have a higher percentage of successful campaigns while the smaller categories tend to have a higher percentage of failed campaigns. Plays seem to have the greatest number of successful campaigns compared to other sub-categories, however these is still a huge risk of unsuccessful campaigns. If you are trying to get investment for animation, food truck, translations, video games, wearable, places, web, or world music; you would mostly want to try out a different avenue as there as there is an extremely low chance of a successful campaign for these categories. You are also more likely to have a successful campaign when the goal is less that $1000, with the percentage slowly going down at the $1000 to $4999 range, and again at the $5000 to $9999 and then plateauing after the $10000 range.

1. What are some limitations of this dataset?

We don’t know if donors who make multiple donations are counted as one or multiple in the backers count. This could make the data show that more people are interested in the Kickstarter than are and would also decrease the average per backer. This is also a small set of categories that is on Kickstarter, so other categories not listed on here could have a high percentage of successful campaigns or unsuccessful campaigns, thus not giving us an accurate reading on Kickstarter’s success.

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

We could use a pie chart to show which is the large categories of projects on Kickstarter. Another interesting set we could use is to see how much of the goal was raised in the set time (if given access to that data). This would help organizations to know how long they should keep their campaign open for. Instead of looking at every country we could also just graph one country to see how the successful a category is in that region.

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.

For Successful campaigns, the median would be more meaningful that average. There are huge outliers that skew the data and have the average higher than that the typical number of backers per project. For unsuccessful campaigns, the mean would be more meaningful. There are no huge outliers that skews the average thus making the mean a more accurate representation of backers per project.

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

The successful campaigns have more variability than unsuccessful campaigns. This makes sense as there are more factors in how a campaign is successful. For example if a wealthy investor donates the whole goal, an influencers helps gets more backers, or hot topic that the community backs, etc. There are many ways to get to the goal however in failed campaigns, you have a smaller number of factors effecting not making the goal (didn’t raise the money, didn’t get the number of backers).