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01-Excel

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

* Categories “film & video”, “music”, and “theater” had the topmost successful Kickstarter campaigns
* Sub-category “plays” accounts for more than 80% of success of the Category “theater”
* December had the least amount of successful campaigns.

**2. What are some limitations of this dataset?**

* The current dataset only gives insight into which campaigns are successful on Kickstarter, not why they are successful. I think including data on campaign strategy such as where Kickstarter campaign marketing channels (e.g. sharing campaign donation link on Facebook), how many project members are involved in coordinating the campaigns, what states are the campaigns reaching would help give a better understanding on why certain campaigns were more successful than others.

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

* A pivot table and graph to show the percentage of states for campaigns per category rather than count of state for campaigns per category.
* Pivot tables and graphs to focus on percentage funded to view which campaigns still met their fund goal regardless state status (fail or cancel).

**Bonus\_Statistical Analysis**

1. **Use your data to determine whether the mean or the median summarizes the data more meaningfully.**
   1. Median is more meaningful compared to the mean as there is a large amount of variability for both successful and unsuccessful campaigns. The mean for successful and unsuccessful campaigns were also outside of the 3rd quartile – demonstrating how unreliable the mean is.
2. **Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**
   1. Successful campaign’s variability was shown more than 13 times higher than that of those unsuccessful. This makes sense when comparing the standard deviations and also analyzing how far the mean is from the quartiles.