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Module 1: Excel

**Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

The first conclusion one can draw about the crowdfunding campaigns is that theater had the most successful campaigns ran and the most campaigns ran in general. The second, is that plays had the most successful campaigns within the sub-categories. Finally, campaigns appeared to be most successful in the month of July and least successful in August.

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

A limitation of this dataset is that the sample size may not be big enough. For example, does theater have the most successful campaigns because it is does well or because there is more data on that subject. If one looks at success rate per category it is revealed that journalism has a 100 percent success rate while theater only has a 54 percent successful rate. However, there is not enough data on journalism campaigns to conclude that journalism will always be 100 percent successful all the time.

**What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

A scatterplot with a trendline could have been used to determine whether a correlation exists between category and success. This would help determine whether there may be a relationship present for further investigation.

Bonus Statistical Analysis

**Use your data to determine whether the mean or the median better summarizes the data**.

The data is better summarized by the median for both successful and unsuccessful campaigns. In both instance the mean does not sit near the middle of the data. It lands closer to the left side of the range creating a left skew. Thus the median is a better indication of where the center of the data is.

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

There is more variability in successful than unsuccessful campaigns. This is indicated by both the higher variance and standard deviation found in successful campaigns. Indeed, this makes sense as successful campaigns often get their campaigns backed by not only the backer goal but often surpass that goal creating a greater range of backers. Whereas failed campaigns often have low or no backers at all. Creating a smaller range of backers.