# Excel-Challenge

## Given the provided Data, what are three conclusions we can draw about Kickstarter campaigns?

1. Primary Categories:
   1. Music category Kickstarter projects seem to have a high success rate.
   2. Food category projects have a high failure rate
2. Secondary Categories:
   1. Plays are by far the most popular category and have above a 50% success rate.
   2. All the rock, hardware, and documentary subcategory projects were successful.
3. Timing
   1. Kickstarter projects do not really do that well in December. I wonder if people don’t have much discretionary spending left after the holidays.

## What are some limitations of this data set?

1. It would have been nice to have information about the people / companies that were launching the Kickstarter projects. Some interesting data would be:
   1. Prior sales: how many years on market,
2. It would also be nice to have information about the market the project was launched for.
   1. Size, value

## What are some other possible tables and or graphs that we could create?

1. I ended up making this graph at the end because I thought it could justify which, the mean or median best represented the data. I made a histogram of the successful data and another histogram with unsuccessful campaigns based on backer count
   1. The histogram could also be made with average donation or amount pledged.
2. As I’m looking at the data, I’m assuming the “spotlight” field is one where the campaign is spotlighted on the website. It would be nice to see a bar chart to see the percentage that were successful depending on if they were spotlighted. It would be nice to do a statistical test, either a t-test or a Bayesian markov chain Monte Carlo simulation to see if the difference were statistically significant.
3. Another possible graph would be to look at Goal amounts. Does a higher “Goal” amount make it harder to succeed?