**Excel Challenge Report**

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

Based on the provided data, in the primary category’s theatre had the largest number of campaigns and overall largest number of successful campaigns. In the parent category, plays also had the largest number campaigns and overall largest number of successful campaigns. From the pivot line chart, we can observe that majority of the successful campaigns happened during the May period and declined overtime throughout September and December.

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

One of the limitations would be a campaign that received zero funding and zero funded percentage from backers and labelled as a failed campaign. It should be removed and only show the campaigns that received funding but failed.

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

Pie chart, histograms, scatterplots.

**Bonus Statistical Analysis Report**

1. The mean provides a better summary of the data as it is overall a better measure of central tendency because it isn’t heavily affected by skewness as the maximum number of backers can affect the mean which will provide a less accurate result.
2. Based on the data there is more variability with successful campaigns than unsuccessful campaigns. This makes sense because a successful campaign is defined by crowd funding and number of individuals who contribute to the crowd funding. It also makes sense that failed campaigns have received little to no funding from backers thus lower variability.