Excel Data Analysis:

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Campaigns in the entertainment industry are by far the most popular to run and fund with specially theater/plays being the most popular category/sub-category.
   2. The majority of sub-categories have definitive success/fail or cancel rates. For example every documentary, hardware, rock, table top games, and television project was successful whereas on the other hand every animation, drama, fiction, food trucks, jazz, video game, and web project fail or was canceled. This shows that certain categories are significantly more popular to fund and there is not an even spread over topics.
   3. Based on the bonus graph of outcomes based on goal it shows a trend that the more funding required for a project the more likely it is to fail and therefore the likelihood for success of a project increases when the target goal gets smaller.
2. What are some limitations of this dataset?
   1. There are multiple sites like Kickstarter so the data that is seen is only one small piece of the crowd sourcing industry. Additionally the campaigns that are labeled canceled without additional context can skew the data negatively even though there might be a positive reason something was cancel (e.g. funding was found elsewhere).
3. What are some other possible tables and/or graphs that we could create?
   1. Percentage success/fail/cancel rate per category in a table and then generate a stacked bar graph or line graph.
   2. Create ranges of backers and then determine the number of successes/fails/cancels per range and then determine the percentage of each. Then use that data to generate a line graph.
   3. Use the bonus data ranges to instead create a count of projects bar chart to see the most popular ranges to fund and to see the weight of how successful certain ranges are.
   4. Graph successes/fails/cancels by country to determine how popular Kickstarter is in certain countries.
   5. Take the time difference between the Date Ended and Date Created and compare length of time to success/fail/cancel.

Bonus Statistical Analysis:

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.
   1. Do to the high maximums and variance/standard deviation for both successes and failures the median appears to be a better choice to describe the middle of the data since the outliers to do not skew the median as much as they do the mean.
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. The results from the variance and the standard deviation show that there is more variability in successful campaigns. This makes sense because most campaigns would fail due to low number of backers and therefore not enough funds whereas a successful campaign could reach their goal and surpass it causing a much more variable range in results when successful.