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Homework 1 Excel

1. The three conclusions that can be drawn about Kickstarter campaigns is: there is a 50/50 chance that the campaign will fail or succeed, the length of time for the campaign does not guarantee it will be successful, and Kickstarter campaigns are used much more in some areas than others.
2. There is little detail in the data around the actual subject of the item being pushed by the Kickstarter Campaign. Also, there is little information around possible competition to what is being pushed. I know there is a date but we would have to research and add that information to the data to make it visible for the person viewing the spreadsheet.
3. Another table that could be created is a bar chart that would consider the length of the campaign in days and compare to how often those campaigns are successful or not. We could also look at a pie chart to view the categories that make up the successful campaigns and compare that to the categories that typically have failed. This may not be as helpful because from looking at the tables we have there are some categories that have a lot of successful campaigns and a lot of unsuccessful campaigns. It seems like the more there are the better the chance there will be successful ones. One item to look at could be the categories that do not have a lot campaigns and use those as potential signs for future campaigns and which ones should and should not have the most energy put towards them.

Bonus 2

The mean is the best indicator when compared with the median. There were quite a few instances where the amount of backers were very low and there were some instances where there were quite a few backers. With that said, the median speaks to the data better than the median because of the range of the median on unsuccessful campaigns; with a min of 3\* and a max of 1,501.