01-Excel Homework Questions Answered

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Kickstarter projects in the theater, music and Film and video categories result in the most positive outcomes, whereas, Kickstarter food campaigns are the least successful.
   2. Music Kickstarter projects are the most successful, with 100% success in the following subcategories of classical music, electronic music, metal and rock.
   3. Most Kickstarter campaigns launched in May have a favorable outcome.
2. What are some limitations of this dataset?
   1. The data can only tell us to what extent a Kickstarter campaign was funded and not if the resulting product were brought to market or if the products sold successfully
   2. It may be nice to know the donation by country so that you could determine focal campaigns by country
3. What are some other possible tables and/or graphs that we could create?
   1. A stack 100% bar chart that displays % of total by Parent Category and Subcategory
   2. A bar chart that displays that average durations of Kickstarter Campaigns by Parent Category and Subcategory with filter by Country
   3. Bar chart that displays averaged pledged by Parent Category and Subcategory
   4. Bar Chart that displays average duration by Parent Category and Subcategory
4. ##Bonus Statistical Analysis conclusions

Successful Conclusions

1. Due to the high level of variance, the median summarises the data more meaningfully.
2. There is greater variability in successful campaigns, and this makes sense because the number of backers needed for a successful campaign would vary greatly

Unsuccessful

1. Conclusion due to the low variability, the mean summarizes the data more meaningfully
2. There is less variability in unsuccessful campaigns, and this makes sense because the there is a large number of 0 (null) backers