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Data Analytics Boot Camp

Excel HW #1 Report

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
2. From the campaigns created, the data shows that there are more successful campaigns than failed, cancelled or live.
3. Most of the campaigns in the data set are in the category of theater and the sub-category of plays. We also saw th
4. From the dataset, it was shown that the month May had the most successful campaigns, the month January had the most failed campaigns, and the month July had the most canceled campaigns.
5. **What are some limitations of this dataset?**

The data doesn’t tell why the campaign either succeeded, failed or canceled. Another area the data is limited is in the donations value. Since it’s not in one unit we’d need to convert it to the same unit and using the conversion rate at the time of the campaign which could create higher errors to draw conclusion on this dataset regarding donation amount. Another thing to bring up is the duration of the campaign. It could’ve taken 10 days or 1 year to complete a campaign, so a drawback is the inconsistency or lack of information about the campaign to determine whether or not the campaign was up long enough in order to be successful.

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

We could create graphs showing the change in donations earned over the years in one uniform currency. We can also show a graph to show the duration of successful campaigns, canceled campaigns and unsuccessful campaigns.

**Bonus Statistical Analysis**

1. **Use your data to determine whether the mean or the median summarizes the data more meaningfully**

For this data, the mean summarizes the data more meaningfully. This is because the median doesn’t show an accurate depiction of the data, particularly for unsuccessful Kickstarter campaigns. As a whole, the mean takes into account all the values which is more impactful than the middle number in the dataset.

1. **Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

There’s more variability with the successful campaigns. This is because for the unsuccessful campaigns there are many campaigns with 0 backers count, which the summary of the data doesn’t convey accurately.