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Excel 01 homework

1. Given the data, there are 3 main conclusions that can be drawn regarding the Kickstarter campaign. First, by looking at the raw data, I noticed that those campaigns that had high goals monetarily did not impact success. There were several campaigns that had goals in the millions and the campaigned failed. Secondly, looking at the third pivot table, we can determine campaigns that started in the month of May were the most prosperous, followed by June and February. Last, theater was the most successful genre of campaigns, which is shown in Pivot 1, and looking at Pivot 2, plays was the most successful sub-category of theater.
2. One limitation of this dataset include population size. Without knowing the population size, the dataset can be biased and we would not sure how to properly assess the validity of the data. Another limitation I believe would be relevant is the unknown grey area regarding how campaigns get backers and how backers choose the campaign they want to fund.
3. Some other possible graphs that can be created include success rate per average donation. I would be curious to see if the average donation amount played a trivial part in success of many campaigns. I also would look at success rates in correlation to currency because I am sure currency is a vital part in how successful a campaign may be.

Bonus Statistical Analysis answers

1. Looking at the data, I believe mean gives a more accurate summary and provides more insight on the data. This is because we can see how many backers each successful and unsuccessful campaign had, which can help us analyze the “why” of the success rate. Additionally, the median does not provide much insight as the range is very large.
2. Looking at the analysis, successful campaigns seems to have more variability because both the variance and standard deviation are larger for successful campaigns. This means that the number of backers for successful campaigns are more spread out in comparison to the unsuccessful campaign backers.