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Excel Homework: Kickstart My Chart  
Due Saturday 11/21/2020 11:59 PM

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * Theater was the most popular and successful category. Plays were the most popular and successful sub-category.
   * The most successful month was across all months and years was May (234 successful campaigns).
   * The campaigns that had a goal of less than $1,000 were more successful than campaigns with higher goals (Goal of less than $1000, 71% successful)
2. What are some limitations of this dataset?
   * Limited sample size: 300,000 projects launched on Kickstarter, we analyzed a database of 4,000 past projects
   * Limited date range MinDate 5/17/2009, MaxDate 3/15/2017
3. What are some other possible tables and/or graphs that we could create?
   * What time of day campaigns were created/ended (worksheet: PivotTimeofDay)
     + The most popular time for to start were between 4:00 PM and 8:00 PM
     + The most popular time to end the campaign was in the middle of the night at 4:00 AM
   * The staff pick did not seem to have a positive effect on the success of the campaign. (worksheet: PivotStaffPick)
   * Most successful campaigns and campaigns overall had average donations between $0 and $100 (worksheet: PivotAverageDonation)

**Statistical Analysis**

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

The median represents the data more meaningfully. The median of 62 number of backers for successful campaigns and 4 for failed campaigns is a more representative number of the middle of the data. The two extreme data points of over 20,000 backers of successful campaigns makes the mean higher, skewing the data up and making it seem that the average number of backers for successful campaigns are higher. The median of 62 is a better representation of the middle of the data for count of backers of successful campaigns. The variance of backers count is lower in the failed campaigns, but still the median is a better representation of the middle of the data.

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

There is more variance in successful campaigns. It makes sense that there is more variance in the backers count in successful campaigns. The minimum number of backers for a successful campaign is one. The minimum for a failed campaign is zero. If all campaigns had zero backers, they’d all fail and there would be zero variance. It’s more likely that there is more variance in the successful campaigns because the more backers there are the more likely the campaign is to succeed.