**Excel Challenge**

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?** During the summer months, Kickstarter campaigns see a decrease in successful campaigns and an increase in failed campaigns. Theater campaigns’ risk/reward profile is high because the both successful and failed campaigns are highest among all categories. If Kickstarter campaigns are within the music category the outcome is most likely to be successful.

2. **What are some limitations of this dataset?** The size of the dataset is one limitation of the data set. Also, if the dataset focused on one campaign outcome, the analyst would be able to further determine the reason or the rate of each outcome.

3. **What are some other possible tables and/or graphs that we could create?** It would be interesting to see a pivot table that compares the initial goal, the outcome of the campaign, and the different category. I would also like to see if the number of backers contribute to the outcome of the campaign.

**Bonus Statistical Analysis**

1. **Use your data to determine whether the mean or the median summarizes the data more meaningfully.** For the successful campaigns, the mean summarizes the data more meaningfully. For the failed campaigns, the median summarizes the data more meaningfully.

2. **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 variability with successful campaigns. It does not make sense because successful campaigns should have the same characteristics, the number of backers for each successful campaign should be relatively close.