**Excel Challenge: The Kickstarter**

**Due Date: 3rd October 2020**

1. From the trends we can draw the following conclusions
2. Theatre has the most backers
3. The second quarter of the year has the highest activity of date conversions and this slows down towards the end of the year
4. There is a higher success rate of projects the lesser the goal amount is, i.e. there is an inverse relationship between successful projects and the goal amount
5. The following are limitations of the dataset
6. The dataset does not state the resources invested in promoting projects
7. The following are additional tables and charts one can create to further analyse the dataset
8. One can look at quartile analysis to comb out outliers and be able to analyse the data more sufficiently.
9. Proportionality of goal amounts to backers
10. Project state per country

**Bonus Questions’ Answers**

1. The median and the mean in this dataset are not sufficient in drawing conclusions because the variance and the standard deviation are too wide.
2. There is more variability with successful projects than failed projects because failed projects tend to gravitate towards zero amounts pledged hence fewer backers whereas successful projects tend to gravitate towards the goal hence more backers to achieve the success.