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Excel Homework: Kickstart My Chart

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* More Kickstarter campaigns are successfully funding in the month of May than any other month of the year.
* Campaigns in the Theater category have seen the most amount of campaigns successfully funded; however, the Theater category also saw the most amount of campaigns launched on Kickstarter.
* Journalism campaigns are the least successful campaign category because 0 out of 24 campaigns were canceled so 0% were successfully funded.

1. What are some limitations of this dataset?

One limitation of this data set is the sample size. While 4,000 projects is a large amount to look at, Kickstarter has had over 300,000 projects launched so 4,000 is just over 1% of the total projects launched. Looking at a larger number of projects could give us some more insight to determine more accurate conclusions. Another limitation of this dataset could include the date range of all the campaigns pulled. The years ranged from 2009 to 2017, which is a pretty recent data set, however looking at a bigger range of years could provide more data to look at.

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

* A pie chart to represent the Kickstarter campaigns. A few pie charts could be produced to represent specific data like the campaign’s Category, Sub-Category, or State. A pie chart can provide a better visual representation so show how many campaigns or a certain percentage of them fall into a specific criterion.
* A table to look at the amount of time in between the Launch Date and Deadline. Along with this amount of time, you could add the Number of Backers or Amount Pledged to the table to see if there are any correlations between the amount of time and either of these two pieces of data.

Bonus Statistical Analysis

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

I believe the median summarizes the data more meaningfully because it more accurately reflects the backer count for most projects. The mean is being largely affected by some outliers which is causing it to not reflect the data as meaningfully.

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 is more variability with the successful campaigns which makes sense because they are receiving various numbers of backers who are donating money at various amounts to contribute to the goal amount. The unsuccessful campaigns are typically seeing low number of backers which explains why they are unsuccessful. Based on the data analysis, successful campaigns also have a larger variance and standard deviation.