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Excel\_Challenge Homework

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

* People are less likely to contribute money to a Kickstarter campaign around the holidays in December. Cost of buying presents for family and friends outweighs contributions to campaigns.
* Campaigns with lower goals are much more likely to succeed compared to asking for large sums of money. There is a continual decline in percent of successful campaigns until the $30,000 and up range.
* Theater campaigns, particularly plays, are most successful on Kickstarter indicating there is a high demand to fund new or original content. The same could be said with the music category since it had the second highest percent success rate.

1. What are some limitations of this dataset?

* There is no dataset for demographics (age/region). Having this information would be useful to see where most pledges for plays/theater are coming from given how successful the campaigns are. Areas like NYC or Chicago, and surrounding regions, may be the driving force of these pledges since this demographic has closer access to view the content when it is funded.

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

* It would be nice to see if there is a correlation in length of time to achieve goal versus the percent successful/failed. It is possible that shorter campaigns, especially for larger sums, are more likely to fail due to the time constraint.
* It would also be interesting to see a table based on location, filtered by currency. Even though this does not tell the full story of where those donations came from across the world, it would be interesting to see if USD currency campaigns have a higher success rate over other currency campaigns.

**Bonus Statistical Analysis**

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

* The mean summarizes the data more 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 successful campaigns. It makes sense because there is a greater range of data among # of backers. More backers usually means more successful campaigns.