Excel Homework

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

Conclusion 1: The most successful Kickstarter appears to be the Music Category as the overall music category has a 77% success chance. Within the music category Rock subcategory is the most successful with 260 successful kick starters and 0 failures.

Conclusion 2: The least successful Kickstarter appears to be Food category as the overall food category has only 17% success chance. Within the food category Food Trucks are the least successful kick starters with 120 failed and 20 successful.

Conclusion 3: No matter the category, it is visualized in the bonus tab that kick starters with lower goals tend to be more successful than ones with higher goals.

1. What are some limitations of this dataset?

The data set needs to be compared at the sub category level vs goals. This will ensure more accuracy in evaluating whether the set goal will be successful or not. The more the data the more accurate we get as the data sample we have now may only be for one particular city or state.

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

We could also use a box and whisker plot for every subcategory to see what goals are realistic than others by seeing if they fall in between the IQR range.

Bonus:

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

In both the successful and unsuccessful kick starters the median summarizes data better because according to the box and whisker plot it appears that the mean falls outside of the interquartile range as it is most affected by the outliers in 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 variability with the successful data because of the large number outliers in the data, this intern is affecting both the standard deviation and variance. Where as in the unsuccessful data the standard deviation is closer to the mean.