**Report:**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. More than half of Kickstarter campaigns are successful: 2185 succeeded, as opposed to 1929 that either failed, were cancelled or are still live (see Sheet 2 data table).
3. By far the most represented type of campaigns are theater plays (see Category chart Sheet 2 and Sub-category chart Sheet 3).
4. The number of successful campaigns reached their peak in May through June (see chart Sheet 4).
5. What are some limitations of this dataset?
6. It’s not possible to distinguish between backer types e.g. to see what level of backing was provided. In calculating the “Average Donation” we assume that all backers contributed the same amount of funding.
7. There is no representation of people that worked on the campaigns, e.g. number of people and/or type of work they did for the campaign
8. The column “Spotlight” is not defined.
9. What are some other possible tables and/or graphs that we could create?
10. Duration of campaigns relative to their state (successful, failed, cancelled).
11. Success rate of campaigns relative to the amount of funding and/or backers.
12. Funding of campaigns by Category and/or Sub-category
13. Duration of campaigns by Category and/or Sub-category
14. Funding breakdown by country.

**Bonus:**

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

The Median seems to represent the data more meaningfully, being representative of the higher outlying numbers in the population as well as the more frequently occurring lower numbers.

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

The successful campaigns varied more in terms of their backer counts than the failed campaigns. This makes sense since there were about twice as many successful campaigns than failed ones, providing a larger population to be measured. Also, the dramatic difference in variance can be explained as resulting from the size of the difference between the minimum backer count and the maximum backer count for successful campaigns. The size difference between this minimum and maximum in unsuccessful campaigns is comparatively negligible.

**Sources:**

1. Generating Substrings for Category and Sub-category columns:

<https://www.excel-easy.com/examples/substring.html>

1. Rearranging Pivot Tables:

<https://answers.microsoft.com/en-us/msoffice/forum/msoffice_excel-mso_mac-mso_mac2011/changing-column-order-in-a-pivot-table/bd112ab6-c36e-4624-acce-1d39375aca02>

1. How to use “Countifs” function:

<https://exceljet.net/excel-functions/excel-countifs-function>