Excel Homework

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The most popular Kickstarter campaigns fall into the theater category. Plays make up the majority of the theater population with 1066 campaigns.
   2. There have been 0 successful campaigns within the Journalism category, as all 24 have been cancelled.
   3. By month, May has the most successful campaigns started (234 successful campaigns).

1. What are some limitations of this dataset?  
   This dataset lacks data regarding the creator of the campaigns and the backers. For example, if the dataset provided general information regarding backer demographics, an analysis could be done on donation country origin or average donator age.
2. What are some other possible tables and/or graphs that we could create?

Additional tables or graphs could be created to look at:

- The relationship between the country where the project is taking place and the outcome of the campaign

- The relationship between the number of backers and the outcome of the campaign

- The relationship between the percent funded and the campaign outcome

- The relationship between the duration of the campaign and its outcome

Bonus Statistical Analysis

1. It is important to consider both the mean and the median when summarizing the data, however, the mean more accurately represents the data for unsuccessful campaigns. For successful campaigns, there are some outliers that skew the mean, so the median may represent the data more meaningfully.
2. There is more variability within the successful Kickstarter campaigns, which makes sense due to the outliers among the backer counts for successful campaigns.