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**Data Analytics Bootcamp**

**Excel Challenge 01 Homework**

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

In analyzing the data, I found these three conclusions among others. One, arts programs, especially theater/plays, are always underfunded so Kickstarter is viewed as an integral means of funding plays. And will many fail, many more succeed in the funding goals. And in the US, a majority of the funding is requested for the theater. This is logical to me as New York, specifically Broadway, is one of the most well-known places for play performances and to create a successful play on Broadway is a dream for many.

Another conclusion in reviewing the data is that while 37% of the projects have failed during the full time period in the analysis, the Kickstarter program really took off in 2014 with hundreds of project submissions. And in looking at the years prior, while slow to build, this leads me to believe that while we were in a recession, many took the time to create and hone their projects before finding ways to support them. By 2014 we were heading out of the recession and people were ready to take advantage of better times and launch these projects if funded.

And lastly, in looking at project success rates versus goal funds given, projects requesting smaller amounts of funds tend to be more successful, in fact raising over goal, than those projects requesting large sums to get projects off the ground.

1. **What are some limitations of this dataset?**

While I would conclude that Kickstarter campaigns tend to be supported more and are successful the first part of the year over time, based on this data I’m unable to conclude exactly when funds were given so my logic might be incorrect. If certain campaigns are charitable causes people tend to give more at year-end. Also, those with funds tend to be more giving during the holidays as other surveys have concluded but I’m unable to conclude that with this data.

Another limitation of the dataset is the “why” factor. For example, I’m unable to conclude why some projects were canceled. Perhaps, they raised funds on other sites and were successful outside of Kickstarter. Also, for projects that failed, was it just due to failing to raise enough funds or were there other factors involved outside of this that allowed the project to fail. Did the project owner find another outlet for the failed project to move forward?

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

A pie chart would be a great addition to highlight the categories as a whole before breaking down into success and failure rates. And a map chart would be a nice addition to highlight the locations of the projects on Kickstarter. A viewer would easily locate where a majority of the projects were located —places with the most or least success, or locations with minor funding contributions where Kickstarter may need more help in advertising their services to those in need if they launch marketing campaigns.

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

The median summarizes the data as the data represented is skewed to the number of backers for certain categories, therefore, not a range of normal distribution between all projects on Kickstarter campaigns. Taking this into account the median summarizes the measures of central tendency better in this situation and is less affected by backers that are outliers.

And in viewing the data further using quartile deviation functions, the results are a closer match to the median and the quartile data I pulled fell under the mean value.

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

The data highlights more variability with successful campaigns. I believe this makes sense as successful campaigns may gain traction with backers and with word-of-mouth, these campaigns tend to get larger numbers of backers. Campaigns that are failing tend to lose traction fairly fast or stay stagnant so the backer numbers won’t have as many wild fluctuations in backer interest.