Module 1 Excel Challenge

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

* Categorically the data shows that arts are the most popular seeing how theatre, music and film are at the top. They will have the best chance of success.
* For sub-categories, the data shows that most popular form of arts is theatre and the most successful.
* The time period of most success seems to peak during the summertime. It also shows that as more projects succeed the less projects fail.

1. What are some limitations of this dataset?

* We don’t know if all the categories and sub-categories are included. We also don’t see how much everyone contributed in terms of price.

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

* We could see what age range of each contribution is and to what category. We could also see the geographic location of each contribution is from. We could use a table to show if the goal was met and exceeded and by how much. That would show a better goal to reach. We could also graph the demographics of the population and how much each contributed so the crowdfund could target its audience in a better way.

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

* The mean seems better to me. With a large data set, the mean will show a better indicator by throwing out the outliers and get a more meaningful set of the true conclusions.