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Excel Homework: Kickstart My Chart

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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * Quarters 1 & 2 are generally more successful times of the year for Kickstarters
   * More than 50% of all crowdfunding with Kickstarter was successful
   * Journalism is not a category with much success in crowdfunding w/ Kickstarter. More research is required on this category.
2. What are some limitations of this dataset?
   * There is no information on how crowdfunding with Kickstarter was being advertised and thus a determination cannot be made on whether the target audience was effectively reached.
   * Lack of information regarding the backers or types of backers creates uncertainty regarding the target audience
3. What are some other possible tables and/or graphs that we could create?
   * A table can be created showing the representing data/rows “Date Ended Conversion”. A line chart can then be created and compared to the Table and Chart that was created for “Date Created Conversion”
   * A table and chart can be created with rows representing the # of backers. A line chart can then be used to represent this data.
   * Tables and stacked bar graphs can be made to represent the goal and pledged data appropriately.

Bonus Statistical Analysis

* In looking at the data for both Successful and Unsuccessful backers, I believe the Mean better represents the data. It makes more sense in this example to see Mean of backers as that shows that on average, that many backers were required for a Successful or Unsuccessful Kickstarter
* In this data set, there is more variability with the Successful backer. I believe this makes sense as there is not only a larger sample size, but the range is also much larger.