**Excel Challenge Report**

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   * Theater campaigns are the largest category of all Kickstarter campaigns. These campaigns also have the highest number of successful and failed campaigns. Of the theater campaigns, plays are the highest subcategory and they have the highest number of successful campaigns. Many people benefit from theater and plays as entertainment which could explain why they are more likely to be funded.
   * When looking at the project status month by month, you can see a trend among the successful projects. From January to May, the rate of successful projects increases, however, after May number of projects that succeed rapidly decline. From this we can assume that support dwindles as people may take summer vacations and increase spending into the holiday months.
   * As the goal amount for the campaigns increase, the rate of success decreases with campaigns with goals greater than $50,000 having the lowest rate of success and the highest rate of canceled and failed campaigns. The higher the goal, the harder it seems for a project to be successful.
2. **What are some limitations of this dataset?**
   * Some limitations of this dataset:
     + There are no definitions for metrics such as staff pick and spotlight. It would be helpful to understand how these are chosen from the overall number of projects.
     + The type of backers can shed light on what contributes to the success of a campaign. For example, if a project only has one donor but it is a corporation or larger organization that has the ability to donate more money versus other projects that rely solely on individual donors.
     + The data doesn’t show how campaigns are advertised and how much money is spent on this advertising, this information would be helpful to determine how to make projects more successful.
3. **What are some other possible tables and/or graphs that we could create?**
   * Other possible tables include the staff picks compared to the success rate. This can show us how likely the staff are to pick successful campaigns from all projects. Another useful chart would be to see the campaigns that were spotlighted versus the success rate.
   * Comparing the average donation of backers to the overall goal and the pledge can help us better calculate how to set goals for projects based on the estimated count of backers.
4. **Use your data to determine whether the mean or the median summarizes the data more meaningfully.**
   * In this situation, the median is more meaningful to our dataset of backers or successful and failed campaigns. Because there is a large variance for both sets of data, the median shows us more of a true “middle” of the data compared to the mean.
5. **Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**
   * There is more variability with successful campaigns. The number of backers for successful campaigns varies from 1 to 26,457 which is larger than the range of the unsuccessful campaigns which is from 0 to 1,293.