**Excel Challenge – Kickstart My Chart**

**Homework**

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

- Majority of campaigns (around 53%) were successful while those unsuccessful very few were not able to raise no funds. So overall Kickstarter seems like a good way to collect funds for causes, even if they could not raise the full amount.

- Sub - category is a better indicator of state compared to category. Categories varied when it came to success, but sub-categories were more homogenous in their results. Less variance.

- When it came to years – the greatest number of campaigns were in 2015. While success generally trends higher than failures. While there are very few still live and cancellations, in comparison to successes/failures.

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

- It does not consider popularity (social media presence etc) of the campaign crowdfunding – which is a big factor that goes towards number of backers

- Nor did we analyse length of campaigns; some are time-based campaigns. While it is easier to reach goals for campaigns that are longer.

- Our pivot charts only analysed dates, category and sub-category. Which doesn’t always indicate success – sometimes could be value of the goal (which was analysed in the bonus questions).

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

- Pie charts to see how much each category/sub category are in the total (filter state)

- Scatterplots on spread of the states.

- Bar graph on % funded.

**Bonus Statistical Analysis**

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

The median is more representative as the mean tends to be skewed by a few projects with high number of backers. But majority of the crowdfunding sites has low number of backers.

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

The variances and standard deviations are higher for successful campaigns – this makes sense as some campaigns may be extremely popular hence have many backers and some may not be as well known. But due to both types of campaigns reaching their goals they were successful. While unsuccessful campaigns often would not reach their goals due to a lack of backers - hence variation on backer numbers are low as some must have very few backers.