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**Excel Challenge Discussion Questions**

1. Given the provided data, there are a few conclusions we can draw about Kickstarter campaigns. The first one is that Kickstarter campaigns are more likely to be successful than not if we look at all campaigns in general, without regarding the category they fall in. However, another conclusion we can come to is that Kickstarter campaigns in certain categories are more likely to be successful than others based on the data provided. For example, Kickstarters that fall in the performing arts categories (theatre, music, plays) compose the majority of campaigns and are also the most likely to be successful. However, campaigns specifically regarding food are more likely to fail than to succeed.
2. Some limitations of this dataset are the number of campaigns in certain categories and sub-categories. For example, the most successful sub-categories fall in the larger categories of theatre, music, and film/video. While these are the most successful categories, they are also the most abundant in overall number of campaigns. The least successful categories are a lot less abundant in number of campaigns than their generally successful counterparts. Food, games, journalism, publishing, and photography all have less than half of the number of campaigns than the most successful categories (theatre, music, and film/video) have.
3. Another table/graph we could create to visualize trends could include a pie chart using the total number of campaigns for each category. This chart would illustrate the overall composition of Kickstarter campaigns in general where we would see the majority composing of theatre, music and film/video. We could also create specific pie charts for each category illustrating the number of successes vs. the number of failures. Here we would be able to easily visualize which categories are most successful percentage-wise. We could also create a bar chart of categories and their total amounts pledged to see which categories acquire the most funding. One other chart we could create would be a bar chart illustrating number of successes and number of failures for certain ranges of campaign goals ($1-$1000, $1,001-$2,000, etc.) to see if there is a point at which campaigns are less likely to start being successful.

**Bonus Statistics Questions**

1. Although both measures of central tendency here give us a clear trend, the mean more meaningfully describes the data in this case as there are no obvious outliers skewing the data. The mean is an accurate summary of the number of backers for both the successful and failed campaigns.
2. There is more variability in the number of backers with successful campaigns than with unsuccessful campaigns. This makes sense because there is more room for variability in successful campaigns as they have the potential to have a very high number of backers. Whereas failed campaigns have failed because there weren’t enough backers/donations in order to be successful in the first place, thereby limiting the potential for the number of backers to be very high at all.