**Excel Challenge**

4-25-2020

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

In the provided data set of Kickstarter campaigns there were three clear conclusions that I was able to draw from the data. First, the most successful Kickstarter campaigns in this data set are of the theater category. This category alone has a 60 percent chance of being successfully funded. Specifically, in the Plays subcategory there was a considerable successful funding rate as well. Second, upon looking at the pivot table line chart, you can conclude that there was a big uptick of successful campaigns during the second quarter. It would then propose the question why. This is where we could look at external factors for why such spike occurred. However, we are limited in this challenge by the preview of our reach. Lastly, we can conclude that there was almost an inverse correlation between successful and failed projects based on the percentage-based goal ranges. This means that the highest percentage Kickstarter campaigns to be successfully funded were those with a goal of in between $20,000 and $24,999. This is quite the opposite for failed campaigns. There were no campaigns that failed in this data set that had had the same parameters listed above.

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

There are some limitations with this dataset. First, this data set has not had any outlier analysis done to it. Therefore, all the calculations that were done on the dataset could be obstructed by this notion. We are not able to extrapolate based on solely the dataset why plays or theater are more heavily funded. There is no inherent answer to environmental and cultural shifts with the nature of this dataset.

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

There are other tables or graphs that could benefit us when looking at analysis of this dataset. First, we could utilize a box and whisker plot that could help us identify outliers in our data by utilizing the Standard deviation within certain quartiles. Lastly, a table could be a look into what types of Kickstarter campaigns that each country funded based on category.

**Statistical Analysis**

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

In this dataset the Mean summarizes the data more meaningfully. This is because there is bigger difference between the mean and median. When this occurs, it means that there are much higher numbers. This signifies that the true middle of our data set is numerically closer to the mean overall.

1. **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 a much higher variability between Successful campaigns than failed ones. The variance once processed into standard deviation show us that successful campaigns have a standard deviation of 844.29 while failed campaigns are 61.426. this means that the spread of the data of successful campaigns are much higher and thus there is more variance.