

**2020 Excel**

**Analysis Summary**

# Background & Objectives

* To provide an assessment and analysis of the sample Kickstart analysis data, and showcase understanding of excel functions.
* The objectives of the homework were defined as follows:
  + Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
  + What are some limitations of this dataset?
  + What are some other possible tables and/or graphs that we could create?

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

That entertainment kickstarters generate the most interest, especially those in the US. Theatre, music, and film & are the top 3 in terms of success. Technology generates more kickstarter than film, but not as many successes as the entertainment categories. Plays are the number one success story, but also top the failure chart. The most successful campaigns though are rock, with 100% of all campaigns deemed successful. And the most successful campaigns, greater than 200% also seem to have the greatest amount per donor.

1. What are some limitations of this dataset?

This data does not include marketing information and how it that may have affected the outcome, nor does it have any indication on if the final product became a success and there was an ROI. Also, it lacks whether the success of the campaign translated to a successful product. From a potential kick starter perspective, if you were so inclined to research which project to put on kick starter, you could use this, but from a donor perspective, it doesn’t tell you if your investment carries through.

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

Length of campaign and success rate would be one. Success by country, and category would be another.

Looking at the statistical analysis of the successful vs. failed campaigns and determining of which the mean or median summarize correctly, it appears the mean would more accurately represent the data. The median is skewed in that you have large standard deviations, and the median is too small to show the central tendency of either campaign.

There is a larger variability in the successful campaigns, as first there are more of them, and second, many of the failed campaigns resulted in singe digit backer counts.