Excel Challenge Homework Questions

1. Three conclusions that can be drawn about kickstarter campaigns are
   1. A majority of campaigns fail with the exception of film/video, music, and theater.
   2. Food campaigns have the lowest success rate while music campaigns have the highest success rate
   3. The number of campaigns launched and their outcome does not follow any trends that correlate with the time of year.
2. The limitations of the data set include that you cannot see what each individual backer contributed (you would use information like this to see if the success of a campaign was mostly due to one big financial backer or many individuals), there is country data but not state data which would be useful to see if there is a geographic trend within the US, and the campaign amounts are in various currencies so you would have to do a new calculation in order to create a campaign “ask” amount data set in order to compare apples to apples between campaigns and look for trends in how the success of a campaign correlates to the original amount being raised.
3. I would create a rate of success graph to look at the amount of successes vs the amount of campaigns in each category and a data set in USD for the amount of money a campaign is trying to raise to see if there is a dollar amount ceiling above which most campaigns fail. I would also calculate the mean and standard deviation for each outcome of campaigns to understand if trends are statistically significant or not.