**Excel Homework: Kickstart My Chart**

**Homework Questions:**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Theater is the most popular campaign category type, with the most number of campaigns. The other two more successful campaigns (more than half successful) were music and film & video. (Campaign States by Category Chart)
   2. Plays are the most popular sub category type, with the most number of campaigns. There were also large amount of sub-categories with very low successful campaigns and with very high successful campaigns, leaving a small amount of sub-categories with successful and unsuccessful campaigns. (Campaign by Sub-Category Chart)
   3. There is an increase in campaigns in the month of May. (Campaign States by Created Mon. Chart)
2. What are some limitations of this dataset?
   1. The data to measure if the campaigns invested somehow in marketing their campaign to measure against their success. For example, if a campaign spend $5,000 on marketing their campaign, and raised $6,000 was it truly successful?
   2. The data is from a few years ago so we are looking to use this to see current trends it could end up not being very accurate
3. What are some other possible tables and/or graphs that we could create?
   1. Creating a pivot table/chart to see if campaigns are more successful based on the country they are in.
   2. Creating a table/chart to see which category of campaign had the highest average pledge per backer.
   3. Creating a table/chart to see which category of campaign has the most amount of backers, and the median of the backers.
   4. Create a table/chart to showcase if the duration of the campaign was related to the success rate.
   5. Create a table/chart to show if being in the spotlight increase the number of backers as well as the amount pledged.

**Bonus:**

* Use your data to determine whether the mean or the median summarizes the data more meaningfully.
  + The median is providing a better insight since we have so many high outliers causing the mean to be larger.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  + More variability for successful campaigns. This does make sense as the outcome of the campaigns does rely on how many backers they acquire. Getting more backers to submit reasonable amount of pledges is more easily achievable than getting a small amount of backers to pledge more to a campaign.