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Excel Challenge Homework

1. Three Conclusions
   1. Between 2009 to 2017
      1. the most popular category in Kickstarter is theater (1,393)
      2. the least popular is Journalism (24)
   2. Of the 4,114 total initiatives
      1. United States accounted for 3,038 of them
      2. Rest of the world accounted for 1,076
   3. Year and Month
      1. In terms of volume, December experiences the lowest amount of launched initiatives, probably because of the holiday season
      2. In 2015 there were 1,225 initiatives were launched, the most of any year between 2009 to 2017
         1. Additionally, in 2015 the greatest number of failed outcomes, 527, occurred as well
2. Limitations
   1. Data set is just from Kickstarter platform, cannot make worldly conclusions.
      1. No data from other platforms such as GoFundMe
   2. What is the difference between failed and canceled?
      1. I am assuming failed means the goal wasn’t reach
      2. I am assuming canceled means the people who initiated the project “pulled the plug”
         1. If so, why?
   3. What does “staff\_pick” (Column K) and “spotlight” (Column M) mean
      1. It is only TRUE and FALSE responses
      2. Does it affect any other data series or outcomes?
3. Other Possible Tables and/or graphs
   1. Table: showing each category and Average goal amount per initiative broken down by category and subcategory
      1. Table

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   2. Pie charts for each category to show outcomes

Bonus Statistical Analysis

* I assumed “campaigns” outlined in the description meant categories.
  + Could not figure what else campaign could have met
* Table

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* In respect to my table above, I believe median is more appropriate to use than mean for summarizing data as the ranges for both successful and failed are too extreme
* There is more variance with successful versus failed. You can draw stronger conclusions from the failed outcomes statistical summaries than successful outcomes