Zach Childers

**Excel Homework Report**

1. Three conclusions that can be drawn from the provided dataset include that:
   * 1. Most of the Kickstarter campaigns with fundraising goals lower than $10,000 are successful, while most campaigns with goals over $45,000 fail.
     2. The number of successful campaigns peaks with launch dates in the second quarter, while the number of ultimately failed campaign launches peaks in the third quarter.
     3. The vast majority of successful Kickstarter campaigns are entertainment-related: film & video, music, and theatre.
2. Some limitations of this dataset include a lack of detailed data (variation and standard deviation, in particular) regarding the donation amount per donor, as well as the narrow time window for included data – there is nothing before 2014 and nothing after 2017.
3. Other tables or graphs that we could create from these data could potentially display the average donation per backer for Kickstarter campaign by state of the campaign, and the average length of campaign (and other central tendency stats for campaign length) by state.

Bonus Statistical Analysis

1. The median summarizes the data more meaningfully than does the mean. The mean is skewed upward by a small number of successful campaigns with a very high number of backers. For example, a maximum of over 25,000 – much higher than the median of 62 – contributes to the mean being pulled upward to 194.
2. There is significant more variability in the number of backers for successful campaigns. This makes sense because it is possible for a campaign to be successful with either a small number of large donations or a large number of small donations, and many scenarios between the two extremes, while the most likely scenario for an unsuccessful campaign is a small number of small donations.