**Excel-Challenge Report**

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Document Outline- The purpose of this report is to provide context and answers to question, see below, on the Status of Kick-Start Campaign Data.

Questions-

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Campaigns with the parent category of Theater were the most successful with 839 successful campaigns, followed by Music (540) and Film & Video (300)
   2. There was an even distribution of failed Campaigns with an outlier in Theater with 493.
   3. Plays were the most numerous and most successful and failed sub-category campaigns, which is a sub-category of Theater.
   4. Bonus Conclusion – Sept & Dec are the low months for successful campaigns; there was also a steady increase of failed campaigns between Apr - Jul
2. What are some limitations of this dataset?
   1. This data assesses raw the outcomes of campaign states or outcomes without being able to attribute them to specific reasons. It might not tell the entire story of how or why a campaign was either successful, failed, or canceled.
   2. There are also not many ‘Live’ campaigns in the data set. Not that this would change outcomes but would be a nice indication on whether the data is skewed in one direction.
   3. There is also noise in the data with staff\_pick, spot\_light
   4. There is no normalization of the of any of the monetary data. There was not consideration considering exchange rates and inflation.
   5. A big one is how long the campaign was active.
3. What are some other possible tables and/or graphs that we could create?
   1. Number of donations over time overlayed with campaign states over time.
   2. Average donation by campaign state over time. Maybe there are trends where individuals are more altruistic with their donations that campaigns could take advantage of to increase success rates.
   3. Aggregation of campaign state with how long the campaign was active.
   4. Generally, use the data to answer business questions.