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**Coursework 1: Excel Homework**

**Due 2/15/2019**

**What are three conclusions we can make about Kickstarter campaigns given the provided data?**

1. Campaigns with lower funding goals were more likely to be successful than campaigns with higher funding goals
2. More campaigns that were created in December failed than were successful
3. The categories with the highest rate of success were music, theater and film & video

**What are some of the limitations of this dataset?**

There are only 4114 entries, a larger dataset would likely be able to provide more insight.

After closer examination it appears the data may have been filtered to only include spotlighted campaigns, so with this dataset we are unable to see how spotlight affects outcome.

The sub category ‘plays’ was over represented, accounting for over a quarter of the total entries.

**What are some other possible tables/graphs that we could create?**

* Radar graph (Dates tab)
* Tables for percentage of outcome based on month created, category and sub category (Bonus 1)
  + Line graph for outcome based on month created
    - Chance of success rises in February, stays mostly steady until July and drops to the lowest chance in December
  + Bar graphs for percent successful by category and sub category
    - 80% of sub categories had either 100% or 0% rate of success
* Table showing the percentage outcomes overall and for staff picks (Bonus 2)
  + Staff pick campaigns were almost 35% more likely to be successful