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Data Analytics & Visualization

Excel Homework

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* Roughly 53% of these Kickstarter campaigns were successful.
* Of the 53% successful, Theatrical plays had the highest success rate.
* Theatrical plays were most successful during the months of May and June.

1. What are some limitations of this dataset?

* We are only looking at approximately 1% of Kickstarter campaigns. In order to get a better picture of the successful campaigns and more accurately determine any trends, I would want to analyze a higher percentage of projects.
* I would like to see if there is a trend of success in specific cities and states.
* I would also like to know if successful projects were targeted to a specific age group.

1. What are some other possible tables and/or graphs that we could create?

* Bar chart
* Box & whisker chart