Excel Challenge Reflection

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

Campaigns need many donors to be successful, even if they do not donate that much. More people donating gives a large chance that the Kickstart will reach their goal.

The most successful campaigns were in music and theatre categories, but that does not mean that there were some failed campaigns in those categories. However, the successes outweighed the failures.

There seems to be no trend between successes, failures and cancelled campaigns depending on the month of the year.

1. What are some limitations of this dataset?

This data doesn’t account for the success of marketing campaigns to get donors. It’s likely that the Kickstarter’s used marketing or other tools to spread their campaign to get more donors, but there is not data reflecting that. If this data is to be shared with potential future Kickstarter’s, this information would be helpful

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

Creating a table analyzing the length of each Kickstart campaign would be beneficial. Knowing the timeline and if it coincides with the success or failures of campaigns would help in planning future Kickstart campaigns.