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Excel Homework 1

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

* The United states had ~3x more kickstarter campaigns than all other countries combined in this data set. Followed by GB, CA, and AU
* Theater is most popular, plays most common subcategory
* Parabolic success rate relative to $ Goal. High success in <$1,000 range. Tapers in middle dollar range. Higher success rate >$50,000.

1. What are some of the limitations of this dataset?

* Only 4,000 samples, primarily from North America. Inconclusive if this is a good representation of Kickstarter overall. We just make the best assumption from our data.
* ¾ of the data sample is from the years of 2014-2016.

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

* Added in a count of campaigns by country to visualize popularity internationally.
* Added count of id per year to visualize the timeline of the data sample.
* Pivot table filtered by country, showing the top project names by pledged amount and goal. Use pivot to create a stacked bar chart.