April Key – Excel HW 1.

Three conclusions from data.

1. Projects that meet or exceeded their goal had a much higher success rate than those that did not meet their goal. In looking at the Percent Funded data there is a clear trend that shows projects with higher percentages of goal met succeeded at a higher rate.
2. Projects created in the months of April and May had higher success rates. This can be seen looking at the pivot chart line graph.
3. Plays were the highest number of kickstarter projects and also had the highest success rate in looking at the sub category pivot table and chart. There were also other subcategories within the parent category that had higher attempts and success rates on kickstarter. For example Rock in the Music category had a 100% success rate.

Limitations of the Dataset.

1. We do not know how money the original project started out with nor do we know the number of people working on the project and if they have had other successful projects on kickstarter before.
2. There are some where the goal to raise was very low and a lot of these were canceled but they are outliers in the dataset.

Other possible tables and graphs.

1. If we had economic data we could use the economic data from specific years to compare and see if in those years projects were more or less likely to succeed.
2. We could also look at percent funded and compare that to the state of each category and sub-category.