Ana Davalos

01-Excel Homework

9. The 3 conclusions we can arrive from the Kickstarter campaigns are the following:

1) The success rate is better during the summer months, meaning June -August.

2) The lower the goal the better the success rate.

3) April is a better month

The limitations from the data is we do not know what method was used to fund the contribution to know whether the campaign should focus on a specific medium more i.e. Facebook, Instagram, or something else. In addition, what is some of the census data of the contributors such as age, gender, annual income, or ethnicity.