ASSIGNMENT 1: excel homework

kickstart my chart

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

### The higher is the cost of the projected goal, the higher is the chance for the project to either fail or be cancelled.

### The best time of the year to launch a kickstart project is between January and June. The other half of the year, the chances of success decrease continuously until it plunges in December.

### The safest category to invest in is music. It has a lower percentage of failure in all categories and is the second most popular.

# What are some limitations of this dataset?

The dataset is not big enough to make accurate predictions. Also, it does not provide the details which were key for the failure or success of the project, so there is no real way to know the factors that make a project “Successful”. Another thing to be noticed is that, due to the very limited data sample, the “County Filter” is pretty much useless for reaching conclusions on whether the geographical element mattered.

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

### A similar table to the "Bonus” part, where it could be seen the percentage of the projects that succeeded based on a ratio between the average of the donations and the count of the donators. This, with the porpoise of noticing which of both elements impacted the most on the project's success. Hence, by following this idea, we may be able to know if it is better to have more backers possible, or just wealthier backers.

### A second approach could be to insert a new column on the main matrix which included the length of the crowdfunding period. With this information, we could create a new table with several rows including different lengths of crowdfunding periods and columns with the percentage that succeeded. Then a line graph could be created with the porpoise of knowing if it is more efficient to promote the project aggressively on a short period of time or to prologue the effort.