**Unit 1 -- Excel**

Create a report in Microsoft Word and answer the following questions...

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

* We can identify a “success rate” of the overall Kickstarter campaigns which is about 53%
* We can also see which categories have the highest rates of success on Kickstarter – music and theater
* There isn’t a “best time” of year to start/complete a campaign as a change in “successful” campaigns does not coincide with a change in the “failed” campaigns

What are some of the limitations of this dataset?

There are some question to be answered about the data….

* Is this all Kickstarter data, or merely a subset of the data?
* Reason for failure which may give insight into possible outliers
* The currency is different units of measurement which could be misleading in terms of “success” rate
* There needs to be clarification of some of the data headers “staff pick” and “spotlight”

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

* Graph on number of backers and total money raised (assuming uniform currency) can give types of projects that are most profitable
* Would stratify the timeline graph a bit to really see if other potential patterns exist in timing of a campaign
* Visual to display by how much “successful” campaigns reached over the goal will give insight on types of projects have higher success rate.