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Data Analytics Boot Camp

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Excel Homework

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

1. The largest number of Kickstarter projects are in the theater category.
2. Overall, technology projects had the largest number of cancellations.
3. February, April and May have the highest success percentages. January and July have the highest fail/cancellation rates. And, December has the lowest activity across all categories.

**What are some limitations of this dataset?**

1. It isn’t clear from this data set how success is being measured.
2. We don’t have any insight into the costs, starting/existing resources, etc. that could influence success and skew comparison across projects.
3. We didn’t adjust for the different currencies so the average investment per contributor isn’t a legitimate comparison across projects in different countries.

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

1. Investment and success differences by country and region.
2. Success and failure percentages by category and sub-category and percent of target funding raised.
3. Average number of investors by category and sub-category and region.