Excel Challenge

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Given the data provided, in general it is safe to say that a Kickstarter project is more likely to be successful with a success rate at 53.8%. With a failure rate of 37.6% and an 8.6% chance of getting canceled. If we look into the individual outcomes music, theatre, film and video, have the highest success rates and food, games and publishing have the lowest success rates.
   2. Given the data set and looking at the subcategory projects that were completed with the outcome either successful or failure, we have some with a one hundred percent success rate and some with a one hundred percent failure rate. Plays are the most popular making up 25.9% of the sample set, so the other subcategories may not be significant with the small sample size.
   3. When we separate the information with the success rate in relation to the month we can see a steady decline in successful programs after May and in correlation an increase in failed programs. This continues throughout the year when in December success has their biggest drop and intersecting with total failed.
2. What are some limitations of this dataset?
   1. The data set is to small for all of the categories and subcategories, so as I stated above some of the results are not statistically relevant
   2. Some programs had larger average donations which could throw off final results.
3. What are some other possible tables and/or graphs that we could create?
   1. We could analyze the location of each Kickstarter program and see trends in which locations have the most successful and unsuccessful projects.
   2. Looking into the duration between the date created and ended to maybe analyze a trend on what separated successful and unsuccessful