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Excel Homework

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1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Theater has the largest amount of campaigns and the largest amount of failed campaigns
   2. The largest sub-category driver of Theater failures are plays
   3. There was a sharp decline of successful campaigns from November to December
2. What are some of the limitations of this dataset?
   1. There are 27 successful campaigns that have a goal of $100 or less, which skew the results
   2. The data does not show individual campaign contributions
   3. The data analyst is unsure if the goal / pledge fields have been converted for currency
3. What are some other possible tables/graphs that we could create?
   1. Showing the percent of total state for all categories/sub-categories
      1. This would allow the audience to see the state relative to the categories/sub-categories
   2. Show the number of backers per successful campaign to show what kick starters should target
   3. Show which countries have the most successful campaigns and what categories are driving the success