# Excel Challenge: Kickstarter

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * Plays are the most abundant project on Kickstarter.
   * Of all the types of projects, music was the most successful by proportion.
   * The least successful projects were started in towards the end of the year.
2. What are some limitations of this dataset?
   * There is no data about *how* the campaign was run such as primary marketing method, number of tiers of perks, perk value. This could give great insight in how to optimize one’s campaign.
3. What are some other possible tables and/or graphs that we could create?
   * Similar analysis of deadline date
   * Success rate per category (percentage of successful projects by category)
   * Average backer pledges per category
   * Relationship between state and how large the goal was, controlling for category
   * Effect of “staff pick” i.e chart showing relationship of state and staff pick
   * Effect of currency on state