UCB-BEL-DATA-PT-02-2020-U-C/tree/master/01-Excel/Hw

Report on Kickstarter campaign

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

Conclusion #1: The most common terminal states for Kickstarter campaigns are success and failure.

Conclusion #2: The country with the most campaigns is the US.

Conclusion #3: Most campaigns that fail don’t even come close to succeeding: Less than 1% of failed campaigns (12 out of 1530) secured at least 70% funding, and the average funding level was below 10%.

1. What are some limitations of this dataset?
2. What are some other possible tables and/or graphs that we could create?

It would be interesting to change the stacking format of the pivot chart to be 100% stacked, which might allow users to more easily visualize the *relative frequency* that each category ended up in each state, rather than the *count*.