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Excel Hmwk1 \_ Questions

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

* The Higher the Goal set the higher the risk of failing to achieve
* Projects with Goals set from $5k up to $35k have a similar percentage of failure or Success, with an average of 45% success and 44% failure (Based on Bonus Exercise)
* Category with the highest project count is Theater and the highest sub-category within that parent category are Plays. Within Plays, there is a 65% success rate based on total successful projects within this sub-cat tot the total count.

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

* What does Staff Pick mean and what are the parameters?
* What does Spotlight entail?
* We don’t know how well know Kickstarter is based on country
* When in 2017 does this data end? When charted by Year there is a significant drop in 2017 vs prev years. Is that due to when the data was collected or an off year of kickstart in 2017?

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

* Add in a column to determine the number of days between when it was first created to when it ended, to determine if there is correlation between days live and success/failure rate.
* You can chart the State base on Country
* Chart success or failure of a project based on the Staff pick or Spotlight
* The Average Donation by Country, Category/Sub-Category
* The Average Donation based on Launch date of projects to see if seasonal factors influence the average donation. In the chart by Launch month, there is an uptick in Feb, May, Oct, & Nov for the successful projects.
* If you chart Projects Launched by Year you can see that there was a significant increase in count of projects from 2014-2016, with an almost equal rate of success vs failure (46%-50%)

