**Excel Challenge Homework - Elizabeth García**

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

* Film & video (57%) , music (77%) and theater (60%) are the most successful categories, so if you have a project of any of this topics your probability of meeting or exceed the initial goal is good.
* Projects with categories such as food (70%), games (70%), journalism (100%) and technology (65%) have higher probabilities of failure.
* The less the initial goal the better odds for the projects to success. So, if your goal is from less than $1,000 US to $10,000 US, your chance to get a good outcome improves.

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

* The dataset has different currencies so it would be better if we convert all the data in just one to have a better comparison of the money needed for each project, otherwise we could have biased data.
* It would be important to add if the projects have different yield rates to check if there is a relation between success and the financial performance expected in each one.
* Also the data from recent years in missing, this to have a better understanding of how the market is changing.

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

* It would be interesting to see a graph comparing country vs category so we could check if there is a tendency of countries with better probabilities of success. I filtered the data from MX and all the projects failed, so that we could check which locations are better for this kind of projects and topics.
* Also, I would do a graph to see which category and subcategory gets the higher/lower founds to check if there is some tendency in that matter.