**Excel Homework Report**

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

* Music related kickstarters have a good success ratio especially rock and indie rock campaigns. Music kickstarters started in January and May tend to have higher success rates, reversely losing success in December.
* Technology/hardware kickstarters have a very good success ratio, and the support from backers for successful campaigns is normally very high. Technology Kickstarters started in April and November tend to have higher success rates, reversely having less success during January and December.
* Although video games seem like a cool kickstarter, out of 100 video game kickstarters and 40 mobile games, all 140 were cancelled. This would show that making a video/mobile game kickstarter is not a good idea.

1. What are some limitations of this dataset?

* Some limitations of this dataset could be the categorization of the categories and sub-categories. For example music categories can be subjective, and placing certain types of music within genres depends on how the data compiler categorizes the music. This can lead to misrepresentation for certain sub-categories which can skew the results.
* The time between start dates and deadlines varies without a set time to attract backers. This can possibly skew results. For example a kickstarter that failed but only had 1-2 weeks to attract backers, could have possibly reached its goal if it had a month. Or reversely a kickstarter that was successful and had a month to attract backers, could have possibly failed if only given 1-2 weeks. Not having a set time to reach the goal can easily skew the outcome of kickstarters in either direction.

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

* A useful table would be a pivot table that has years in the rows (not including 2017), states in the columns which can be filtered by category, sub-category, and country. This can help determine the trend of kickstarters and see which categories and sub-categories are uptrending. Also can check which categories and sub-categories are uptrending in certain countries.
* Another useful table would be to determine the success ratios of every sub-category and create a bar chart filtered with the most successful sub-categories on the right going to the left in descending order.