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UCF Data Analytics and Visualization Boot Camp

**Excel Homework: Kickstart My Chart**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * After analyzed the campaigns we can conclude:
     1. From 2009 to 2013 the successful campaigns were consistently higher than failed campaigns. In 2014 and 2015 the flux of campaign increased considerably, and the number of failed outcomes were close to the number of successful outcomes. It looks like at 2014 there was an increment of cases and seems to indicate that there was a higher competition for funding. But this is a hypothesis that we need to study in more detail.
     2. The Categories with the mayor number of success were Theater and Music. For the Theater Category we can see the highest point of numbers of successful in May 2015 and April and October 2014 for Music.
     3. The Categories with mayor number of failures were food, games, photography and publishing. We can see the highest point of number of failures in July 2014.
2. What are some limitations of this dataset?

* One of the limitations is that we are analyzing a sample of 4,000 projects from a population of more than 300,000 projects.
* The time analyzed is just until first quarter of 2017.
* The data dispersion is broad, and the outliers could influence the results.

1. What are some other possible tables and/or graphs that we could create?
   * I would include a successful and failure rate calculation by Categories.
   * I would add a Pivot Table including Category and Subcategory by years, to understand which Subcategory success by year.