**Excel Challenge – Kickstart My Chart**

**What are three conclusions we can draw about Kickstarter campaigns?**

By looking at the data, one can make the following concussions.

Theater has the highest number of projects, while journalism has the lowest, and music has the second highest number of projects. The data also shows that although theater has the highest number of successful projects, music has enjoyed a higher success rate than theater, 77%, and 60% respectively, with film & video third with 58% success rate.

While looking at the subcategories, we can see that in the theater subcategory, plays account for most of the successful projects, while in the music subcategory, rock and indie rock have had the highest success.

Another conclusion that can be made from the data, the U.S. leads all countries in the number of campaigns for all categories.

Given the high number of campaigns, it also has the highest rate of success but also leads in failed campaigns.

We can also conclude that although a similar number of Kickstarter campaign are launched every month, starting a campaign in the month of May yields the highest success rate, while January the most failed rate.

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

We only have data that tells us whether a campaign was successful, failed, or cancelled and the period they were launched.

However, we do not have data to show what the level of success or failure in terms of actual funding (capital) and whether the investors were private or public organization which would provide insight into key contributors to the campaign (individual, private investors, or public organization).

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

We can also provide tables/pivot to show successful, failed, cancelled, or live campaigns by country.

We can also provide data to show which year launched the most campaigns and the level of success or failure using plot chart.