**Excel- Challenge HD**

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

* Kickstarters in the “Theatre” category were most successful (839 of the total 2,185 total successful campaigns – 38%)
* At the sub-category level, “plays” had the most failed campaigns at 353 of the total 1,530 total failures.
  + Interestingly, this sub-category is within the category of plays, which had the most successful campaigns. This is because “plays” as a category have the largest volume of campaigns at 1066 of the total 4,114 (26% of the total)
* Over all the years of data in this data set, Q2 shows a higher number of successful campaigns vs. other quarters and Q3 shows a higher number of failed campaigns vs. other quarters.

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

* The data set does not include reasons for “Cancellations” or “Failure” for deeper analysis
* The data set does not state if these kickstarters were started by entrepreneurs who have created a kickstarter in the past

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

* Correlation between time length of campaign and amount pledged
* Correlation between number of backers and state
* Correlation between average donation and state