**Excel Challenge Report**

1. Conclusion 1: Most projects fall into the theatre category, followed by music, followed by technology, followed by film and video.

Conclusion 2: Of the nine categories, Music had the highest success rate when compared to its failed and cancelled. Food had the highest failure rate.

Conclusion 3: Technology is the category with a more even distribution of canceled, failed, and successful projects. Maybe people who worked in them considered a canceled project a more desirable phrase than a failed project and cancel it before it is time up.

1. Some limitations:
   1. Some of these categories and sub-categories are not the most compatible. Ie. The only subcategory in journalism is audio. Why is publishing is paired with radio and podcasts and journalism is with audio?
   2. Exclusivity or Vagueness of criteria. Web is a subcategory that does not falls only to technology. It falls into games if it is a browser or social media games. If it was made for news, then it is journalisms. It can be made for music and books, then it is publishing. Basically, the categories and subcategories overlapped.
   3. Outliers. Some successful projects need only a small number of backers (1-10) for its success. Others need much higher. Basically, more filtering is needed to make it clear.
   4. Cancellations. When something cancelled, why is it cancelled? When do most of it cancelled? Unlike failed or succeed, we do not have a date for cancellations. The data did not tell enough information.
   5. Reasons of the backers. The raw data does not give any reason for the why backers want to back a project or not. We can only guess.
2. I can think many filtered pivot tables and charts to craft many stories for this much data. Maybe several pie charts to say which subcategories is the most successful amongst its peers. When is a kind of project launched tend to be successful in a year? Scatterplots might be useful, to look at the relationship of the subcategories and maybe documentary is considered a film or journalism.

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