**Excel Homework**

1. insights from the data
   1. The industries with the highest percentage of holding successful Kickstarter campaigns all have to do with the entertainment industry, from which we can infer that people are most willing to support the creation of media they enjoy.
   2. Music is the most successful of all the categories which if I had to guess I would say this is because they often have lower goals set. The lower goal can probably be accounted for the relative price of getting studio time relative to making a film, set, or designing and developing a new technology or product. If you combine this with my above statement of more people are willing to help fund the creation they like, the case get stronger.
   3. There is a large dip in successful campaigns when that are create in the holiday, which makes sense is this is usually when most people are already spending most of there money on gifts for families. So if you want to start a campaign you should start it in the spring and early summer.
2. Well there are a couple things I would have liked to see, such as a time stamp on when successful campaigns reached their goals, and when a campaign was canceled not just on the deadline. This would allow us further breakdown the support for successful campaigns and unsuccessful campaigns.
3. You could make charts that look at the average goal of campaigns in each field to look at how the amount of money being asked for effects the chance of success. You could also create other look at the percentage of each state in each category and country to determine what has the most and least successful campaigns as well as where those campaign originate. There are many more but those I find those to be the most interesting questions to ask with this data set to gain insight into how to create a successful campaign.