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M-W-Sat Data Analytics

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Analysis of Excel Homework

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

Film, Theatre and Music have the highest success rate with reaching their goals from the pledges off of the kickstarter website. During the summer months it appears that this is the most successful time to be able to reach goal by pledges. Hardware, although not being as successful in terms of quantity, they have almost a 100% success rate making that category the most efficient in being funded by the kickstarter plan.

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

There are only 4000 of the start ups within the entire data set. There could be more categories that are not represented within the given data set. The money raised on the failed projects does not necessarily mean that the project was a failure in total. There could be outside sources providing financial backing to these as well. The people that follow the site might be more inclined to back these projects as they have personal ties to that certain project. The data does not say where the backing is coming from whether family or independent.

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

Using a plot diagram we could see the trends associated with the data points as to whether the data has a certain trend. (I.e linear, exponential) A pie chart could give a good idea how much of the total is taken by a category. However, that might give a cramped look at the data given the number of categories.