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Excel Homework: Kickstart My Chart

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

1. Kickstarter’s in the theater category outnumber all other categories by a large margin. Their number of successful campaigns far outnumbers the next most successful category.
2. Of the theater category, Plays dominates in the numbers. This leads me to believe that plays have no other reliable way to get funding, whereas music, photography, and gaming have massive industry to try and get an investor from.
3. Although there are a lot of successful campaigns, very few are live. The ones that are live are all in the music/faith category.

What are some limitations of this dataset?

* The data is very basic in that you see a big data set, but there is no information on why a project was successful or why it failed? If you wanted to get deeper into thespecific projects, you would need more data

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

* You could see the relation of success rate and countries. You could see if Staff Picks or Spotlights make a difference in success percentage. If the number is high enough it could be an area for Kickstarter to promote as another way to generate revenue