EXCEL HOMEWORK: KICKSTART MY CHART

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

* Music, Theatre, and Film&Video category were the most successful kickstarter campaigns among all. While theatre and film&video had approximately 60% success, Music campaigns enjoyed roughly 77% success rate among these top three categories. You can see below in the chart that only these three campaigns have more successes than failures. Als0, US campaigns were more successful than others
* Among top three US campaigns, Music had more sub-categorical success than the other two. Chart below shows that Rock, Metal, Pop, and Classical Music had 100% success than other sub-categories in Music campaigns. Also, documentary, television, and shorts sub-categories were 100% successful
* All campaigns launched in May had the highest 60% success rate, while December had the lowest 44% success rate – comparing to the total campaigns launched in the respected month of all years. The trend follows the similar path for US campaigns. It is also noticed that Games, and Food campaigns had the highest failure rate of 63% and 70% respectively. Another major conclusion is that higher the goal amount, lower the success rate and vice versa

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

* This dataset does not contain the information such as, price points of the offered product and, shipping ability of the campaign. I think these two parameters would affect the mindset of customers and could be “make or break” situation for the kickstarter project. It would have been better if we could analyze the price range of products with the project state/status

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

* Backers count in each category/sub-category
* Average donation in each sub-category
* Average donation Vs months of all years
* State of the project vs Goal amount Vs number of backers