**Excel HW\_Assignment\_01**

**Create a report in Microsoft Word and answer the following questions.**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Campaigns for Entertainment projects are more likely to succeed
   2. The competition for funds within the “Play” projects is significant
   3. Campaigns are more successful Jan-Jun than Jul-Dec (Holiday competition for funds)
   4. Campaigns of $5k or less are much more likely to succeed than those over $5k
2. What are some limitations of this dataset?
   1. There is nothing in the data to suggest “Why” Entertainment projects are more successful than others.
   2. More information is needed to determine what truly impacts the trailing off of funding in the second half of the year.
   3. More data is needed to help determine what would make large projects (>50k) more successful.
3. What are some other possible tables and/or graphs that we could create?
   1. A table comparing the number of backers to Goal size.
   2. A table comparing the average donation to the Goal size.
   3. A table comparing the average donation to the Parent category.
   4. A Pie Chart can also be used to give a good reflection of the comparison of how successful a campaign was (Parent Chart works while Sub-Category works it is may be too busy for good story-telling)
   5. An Area Chart shows a good representation of the Success vs. Failure of campaigns over time.
   6. The 100% Stacked Bar Chart seems so be a good representation of the Percentage - Success, Failed & Cancelled using the data from “Outcomes based on Goals”.