Excel Homework

KICKSTART MY CHART

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

From this data, at first glance we understand that campaigns related to theater and especially that of plays, were more prevalent and successful. Leading us to believe that these are the campaigns we need to look at in more detail. There were not as many campaigns related to food, nonetheless these did not have the highest rate of failure; and all campaigns related to journalism were cancelled, though we do not know the reasoning behind this.

By looking into our data further, we see that 77.14% of all music campaigns were successful, and this tells us that music campaigns were not only the most successful overall, but we also see that they had the lowest overall failure rate.

Most campaigns were started in the month of August; however, campaigns were more successful in June and July – so should campaigns start earlier?

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

Although this dataset is broken down into sub-category, each sub-category is still quite broad, and could be narrowed down further to assist in analysing specific items – for example, the sub-category, "television" could be further broken down into genre.

Along with different countries, there is also different currencies within this dataset, meaning that the representations drawn from this data, may not be applicable to each country. This could be eliminated by ensuring any conclusions made are represented per country and not as a whole.

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

Other tables or graphs that could be used to display and interpret this data set, could be such things as a Pie Chart, for visualization of successful, failed, canceled or live campaigns by category. This could show overall numbers or percentages of campaigns.

You could also use a combo chart to display a stacked line for all successful, failed or cancelled campaigns, whilst still having any live campaigns shown as a column to show anything still ongoing. This would also display any trends between successful, failed or canceled campaigns per category.

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