Excel-Challenge KSheekey

Three conclusions we can draw about Kickstarter campaigns are:

1. A little over half of all gathered data was successful (%53)
   * Of 4114, 2185 for successful, 1929 for failed, canceled, and live
2. Music was the category with the highest success rate

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Row Labels** | **successful** | **failed** | **canceled** | **live** | **Grand Total** |  | Success Rate |
| film & video | 301 | 180 | 40 |  | 521 |  | 58% |
| food | 38 | 136 | 20 | 6 | 200 |  | 19% |
| games | 82 | 138 |  |  | 220 |  | 37% |
| journalism |  | 1 | 23 |  | 24 |  | 0% |
| music | 532 | 126 | 21 | 21 | 700 |  | 76% |
| photography | 103 | 115 | 2 |  | 220 |  | 47% |
| publishing | 82 | 126 | 29 |  | 237 |  | 35% |
| technology | 210 | 214 | 176 |  | 600 |  | 35% |
| theater | 837 | 494 | 38 | 23 | 1392 |  | 60% |
| **Grand Total** | **2185** | **1530** | **349** | **50** | **4114** |  |  |

1. Out of 41 sub-categories, Plays made up about a quarter of them by itself (26%)

--limitations of this dataset I think revolve around figuring out who your backers are in reference to location, demographic, age, etc.

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

* Average donation per category / sub-category
* Backers count per category / sub-category