**Excel-Challenge: Kickstarter Campaign Data Assessment**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Campaigns aligned to performance art (TV/Film, Theater, Music) are more likely to succeed.
   2. Campaigns which meet/exceed their initial funding targets are significantly more likely to succeed.
   3. Campaigns which launch in the first part of the year are more likely to succeed, however, the data set for more recent years reflect that this advantage has reduced.
2. What are some limitations of this dataset?
   1. The data set contains no data points past 2017 and the data set from 2017 appears incomplete given the volume of previous years. This means that more recent funding trends cannot be analyzed.
   2. The data set does not breakdown the rationale as to what is deemed a success or a failure.
   3. We are assuming that the data set is complete, however, a quick cross reference to the Kickstarter website reflects that categories such as crafts, dance, etc. are not included in this population.
   4. Information about the backers is limited aside from the total number. In the current data set, we cannot make a conclusion as to whether the backers have relationships with the campaign initiators or if they are independent. This could assist in determining campaign success criteria.
3. What are some other possible tables and/or graphs that we could create?
   1. Pivot reflecting the Campaign State aligned to Number of Backers to reflect if campaigns with more backers have a greater success rate. The pivot could be visually represented in a stacked bar chart.
   2. Pivot of the Staff Pick and State with a country and year filter. This assists in establishing whether a Staff Pick is a good data point to predict success. The filter by country will reflect if any country has a better predictability probability. The year filter will assist in determining if the possible probability trend continues to more recent years. This could be graphically represented as a line chart.
   3. Create a new column stating the length of the campaign using the launch and end dates. Then creating a pivot table reflecting if the length of the campaign impacts the success rate.
   4. Similar to the above Create a new column stating the length of the campaign using the launch and end dates. Then creating a pivot table reflecting if the length of the campaign impacts the pledged amount.
   5. Pivot with the “spotlight,” “percent funded” to determine if there is a relationship between spotlighted campaigns receiving more funding as campaigns which meet/exceed funding goals tend to be more successful.