**Excel Homework: Kickstart My Chart**

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

1. Theatre is the most successful category with Plays as a subcategory having a success rate of 65%.
2. Overall 45% of the campaigns were either failed or cancelled. Highest were in the month of July with 53%.
3. Most of the successful launches were in the US around 76% followed by UK 17%.
4. There is an inverse relationship between success rate and goal. The success rate decreases as the goal increases.

# 2. What are some limitations of this dataset?

1. Blurb – The feedback cannot be categorized to draw any major reasons for success or failure.
2. Definition of staff pick and spotlight – this should be provided to interpret its impact or correlation with the other parameters.
3. Currency – the data needs to be standardized with a single currency for example USD to draw further analysis on donations.

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

1. The correlation of donation to success or failure rate.
2. Relation between success rate and percent funded.
3. Any seasonal relation between categories/sub categories to the date of launch.