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1: Excel Homework

January 19, 2019

Miami Data Bootcamp 1

**What are three conclusions we can make about Kickstarter campaigns given the provided data?**

* **From the data provided, you can conclude that:**
  + The success of Kickstarter campaigns starts to decline in December. This may be due to the changing spending priorities of families and businesses around Christmas time.
  + Most Kickstarter campaigns are started to fund plays.
  + Kickstarter is not the best place to find funding for a journalism project.

**What are some of the limitations of this dataset?**

* **Some of the limitations of the dataset are:**
  + The data doesn’t show what websites (eg. Facebook, Twitter, Organization Website) they shared the kickstarter link on. In other words it doesn’t show how they let others know they had a kickstarter campaign. This can impact how well successful they’ll be in reaching their goal.
  + It would be nice to see how organizations fare against individual kickstarter campaigns.
  + It looks like some of the Kickstarter campaigns were canceled because they reached their goal before the deadline. Therefore, they may want to differentiate between those who cancelled their campaign, because they weren’t making any money vs. those who canceled because they met their deadline early.

**What are some other possible tables/graphs that we could create?**

* You can make a bar graph that shows the average donation by Category
* You can show the number of backers by category using a bar graph