**Report of My Conclusions On Excel Homework Data**

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

1. I can conclude that the total number of successful campaigns are only slightly higher than the total number of failed and cancelled. Which means on average a campaign has just over a fifty percent chance of ending in success for the campaign.
2. That when we sort by country, we can see that vast majority of campaigns are started by people in the US. With 763 campaigns out of 1000 it means that from this data we can assume that around 75% of campaigns are started in the US.
3. That the number of campaigns each year stays around the same amount and have a consistent number for each outcome every year. The only exception is the 2020 date but that can be ruled out since we only have campaigns for January of that year.

2. What are some limitations of this dataset?

1. One limitation we have is that we only have the number of backers and the amount raised so when we calculate the average donation, we have no idea if most people donated this amount of money. It could be the case that we had a few backers who gave most of the money and many people who gave a very small amount.
2. We have no idea what rewards where on offer or the various donation levels nor how many people donated at what level. This data could be very useful in showing how many people were incentivised to back a campaign based on if they got a reward.
3. Since Kickstarter is a massive company this data set/sample is very small by comparison so the data we have might not represent what is going on. It could be very skewed one way or another and we would need more samples to confirm.

3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

1. We could create a scatter graph with goal plotted against percent funded. That way we can see if there is a correlation between the amount of money they asked for and the percentage of the money they received. We could see if campaigns that asked for more money are more likely to fail or get overfunded or if campaigns that asked for very little were more likely to fail or get over funded or if the dated produces and bell or troth.
2. We could also use the data to build a pivot table that has categories and subcategories with outcomes to show the number of failed, live, successful and cancelled. Then add a filter of spotlight and staff-pick and we could use that to see if a campaign had one these or both of these if they had a more likely chance of having a positive outcome.
3. We could plot goal against pledged and use this data to see if there is a corelation between the amount of money asked for and if more or less money gets you less pledged.
4. You could also make a new table where you count up the number of campaigns that have percentage of funding 0-99.99%, 100%-199.99% and so on the create a bar chart or pie chart show what is the most common amount of percent funding campaigns get and how likely it is to get over a certain percentage of funding.