Excel Homework - StarterBook

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1. Given the provided data, what are the three conclusions we can draw about Kickstarter campaigns?
2. Live entertainment yielded the highest levels of success. The category of music held a 77% success rate, with Theater and Film/video coming in not far behind.
3. The lower the goal of a campaign is indicative to a greater chance of success. As the goal increased the success rate decreased.
4. Trends will be most useful from the US markets due to 74% of the campaigns evaluated originated from the US.
5. What are some of the limitations of this data set?

The data ended in 2017, more current data could reflect changes in trends or additions in the international market. Also, the bulk of the data yields from the US. It may be possible that other countries use a similar platform to Kickstarter that could contain a larger world view of similar data. Some categories have low submissions leading to a false value for predictable success.

1. What are some of the possible tables and or graphs that we could create?

The percent funded could be compared to categories or subcategories to reflect the most profitable projects using pivot graphs to display a bar graph format.