# BootCamp Homework 1

## Excel: Starter Book Data Finding

### What are the 3 conclusions we can make about this data:

Lets look at the dimensions of the data, data dispersion and metrics gathered

This data is about the Communication and Multimedia startups, and has dimensions of Time(dates), Geography (Country) and Categories and sub categories.

Data population is 4115 and is from the year 2009 to 2017, and is from 21 countries. The unique combinations for category and sub categories are 41.

Metrics gathered are Success of the campaigns as compared to the set goal, duration of the campaigns, and amount gathered.

Pivot tables set up can provide us insight of the data with the dimensions set.

* 51% campaigns are successful, 37% are failures and 8% are cancelled
* Theatre, Music and Film & Video campaigns are more successful as compared to other categories.
* USA has highest number of campaigns.

### Limitations of this dataset:

* Few categories that have 0 failures, this may be because of how the population is selected
* Data dispersion by countries is not even, may bring skewness

### What are other tables/graphs that we can create?

* Further drill down of the dimensions can bring more insights that can be analyzed using graphs or pivot tables. Few examples are goal amount, duration, months, and seasonality.