01-Excel Homework |Kickstarter Analysis

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

Three conclusion we can draw are as follows. First ‘theater’ is the category with the most projects, more specifically the sub-category ‘plays’. Second there is a not a lot of delineation between month and state though it would appear that more project succeed when the project is launched in May whereas success of projects appears to dip down when launched in December. Third, there appears to be a correlation between project success and goal amount. The chance that the project will be canceled or fail increase the larger the goal amount is.

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

One of the major limitations of the dataset is that the goal and pledged amounts are in local currency instead of in translated USD. That makes it extremely difficult to see if there is truly a comparable comparison between projects since there are hundreds of currencies all mixed together. Additionally, the titles and description are in many different languages making it difficult to review projects unless you translate all of the descriptions. Also 4,115 is a relatively limited dataset if we are trying to find true correlations between specific factors, we may want a larger set of data. Finally, I imagine that a lot if of the information on Category is self-reported, there is always room for human error in the initial entry of the project.

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

We could create graphs by country and region. We could crate graphs to see if there is any correlation between success and “staff pick”. We could also create graphs to see if there is any correlation between ‘spotlight’ and success. We could also evaluate launch time-of-day to see if there is any benefit in launching at a specific time in specific countries of origin.