Homework – Excel Challenge

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

The most successful campaigns are in the music category. From the data analyzed, 77%, (540/700) of the music projects were successful, followed by Theater 60% (839/1393), and Photography 46% (103/220).

May is the best month to launch a project. That is when they have the highest number of successful outcomes. December is the worst month to launch a project.

The subcategory of the project is mandatory for a successful outcome. 100% of the Music under the subcategories Classical, Electronic, Metal, Pop and Rock were successful. 100% of Film & Video projects under the subcategories Documentary, Shorts and Drama were successful. Only Photobooks projects in Photography category are successful.

**2. What are some limitations of this dataset?**

We do not have the most recent data. The info is based on inputs between 2009 to 2017. In the past 3 years a lot of things could have changed.

The unique information we can get about the amount each Backer donated to each project is the average. The average is not a good reference because it does not represent the variation of the values. Using the average, we do not know if a project was mainly sponsored by few backers or if several backers contributed for the success of the campaign.

The outcomes based on goal has a huge influence of the currencies and could not be compared directly. A conversion of the goals in the same currency should be done so we can compare the data in the same unit.

**3. What are some other possible tables and/or graphs that we could create?**

**C**onvert all currencies to the same one and compare the goals between categories.

To compare the outcome by country, listing the state in columns and countries in rows using a pivot table, with filters by category and subcategory. Show the data in a pivot chart, with stacked columns.