Excel-Challenge Report

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

-It seems as if theater was the most popular category for campaigns, followed by music being the second most popular and the most successful category.

-Journalism is the least popular with all campaigns under that category being canceled. Gaming appeared to have the highest percentage of failed campaigns out of the group of categories.

-According to the state graph, campaigns appear to be most successful in the month of May and least successful in the month of December.

1. What are some limitations of this dataset?

One limitation I found in this dataset is that it does not tell anyone who reads it how many people backed a certain grouping of categories and subcategories. Yes, we know how many campaigns were successful, failed, canceled, or live but we do not know how many people backed each campaign or whether a large amount of people backed a successful campaign or a failed one. On top of that, each backer had their own donation to a certain campaign that we cannot find in the pivot tables provided. Therefore, we do not know whether the successful campaigns had the most donations and funding. Same for the failed and canceled campaigns and if a ton of money was wasted for the campaign.

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

A table that would show the number of backers in each category and see how many backers were in support of successful, failed, canceled, or live campaigns. In addition, having the average amount of donations per category along with the total in each category and in each state.