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Homework 1

1. Based on the Pivot table graph on sheet two, theatre, music, and film & video categories tend to be the most successful kickstarter campaigns. Based on the Pivot graph on sheet three, Plays are some of the most common kickstarter campaigns with about a 65% success rate. With these stats, it seems that kickstarter is a great platform for aspiring artists who wish to start their own play, a 65% success rate with little to no risk is incredibly beneficial.
2. One limitation is currency, there is no single currency used throughout the spreadsheet so the amount gathered amongst other kickstarters are skewed. Along with that this spreadsheet is composed of mainly theatre and music kickstarters, meaning the technology numbers and other categories have insufficient data.
3. We could make a graph comparing the success rate and the kickstarters total goal. This could show cheaper kickstarters as more successful or vice versa. It may be intimidating to back a kickstarter with a large total goal that seems unachievable so people may not donate at all.