**Excel – Kickstarter Report**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The success rate of a Kickstarter project is highly dependent on the percent funded and average amount donated towards a project.
      1. Successful projects have an average percentage funded rate of 1764% and an average donation of $93.66
      2. Failed projects have an average percentage funded rate of 9% and an average donation of $74.25. It also should be noted that about 287 out of the total 1,530 failed projects have error or $0.
      3. Projects that have been canceled have an average percentage funded rate of 69%. Even though most of the projects that managed to receive funding, received an average donation of $117.29, 117 of these projects, out 349, received 0 funding.
      4. Projects that are currently live have an average percentage funded rate of 31% (with percentage ranging from 0% to 128%). We can guess that the 9 projects in the ‘Percent Funded’ that are green, will most likely be the projects that will end up becoming successful.
   2. Theatre and plays are the most popular and funded projects. Even though the success rate for this category and sub-category is over 50% successful, the amount of successful theater/play are much higher than the other categories and sub-categories.
   3. It looks like the Summer months are the worst time to have a deadline for a project. There is a steep decline of successful projects between May and September. There was a loss of successful projects within these months. Compared to the number of failed projects, that amount rose during the same months, with the highest peak in July.
2. What are some limitations of this dataset?
   1. There are limitations on the amount of projects tat are funded per country and the number of categories, per country that are successful/failed/currently live/are canceled. For example, for Belgium, there were represented by only 2 categories, photography and food, with the former having 1 successful project and the latter having 1 failed project. Compared to the US, that has projects in every category, with successful, failed, live and canceled projects spread in between all nine categories.
   2. Another limitation is that Kickstarter is an American company, so it makes sense that the US would have more projects than any other country.
3. What are some other possible tables and/or graphs that we could create?
   1. Graphs showcasing the different categories per country.
   2. A chart showcasing the number of backers per state of a project.
   3. A graph showcasing the average donation, from backers, per category.
   4. A chart showcasing a range of different goal amounts with the percent funded, per sub-category.