Excel Homework – Kick Starter Campaign

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

* *Overall, 53 % campaigns were successful and 37% were failed and roughly 8% were cancelled*
* *Campaigns related to entertainment had most success rate – music had 77%, theater – 60%, films and videos 58%. Most the entertainment related campaigns were in USA and Great Britain*
* *Foods and Games had high failed rate 70% and 63%*
* *Singapore (1) and Luxembourg (2) had highest success rate with 100% of its campaign beings a success,*
* *Norway had highest failure rate of 71% followed by Mexico and Netherlands*
* *Most of the campaigns were from US. 53% successful*
* *Highest cancellation in China*
* *On an average campaign was live for 33.41 days. Campaigns live for 33 days or less had better chances of being successful. They had a success rate was 55% whereas Campaigns live for more than average of 33.41 had 48% success rate and 40% failure rate.*

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

* *No information on platform on which these campaigns were organized. Platform information would provide insight on what’s the best medium/website to organization such campaigns.*
* *Assuming these were organized on websites, no data on total traffic for each campaign. How many visitors choose not to support?*

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

* *Pivot table for state of campaign for each category for all the countries. (Countries can be in filter, don’t need to make separate for each).*
* *More tables on days the campaign was live – Pivot table for campaigns live for more than average duration of campaign was open.*