Andrea Rosenberger

Excel Homework: Kickstart My Chart

03/10/29

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

The Theatre category has the largest number of campaigns, with roughly twice as many campaigns as the second-most popular category, Music. The Plays sub-category is overwhelmingly popular, compared to all the others. However, it appears (from the Campaigns by Category pivot) that Music campaigns are more ‘successful’ (overall) than Theatre campaigns. Technology campaign have the highest number of campaign cancelations, which may imply there’s another investment or crowd-sourcing arena better suited for Technology. The summer months are a good time to start a campaign; December is not.

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

The pivots do not show the categories versus the passage of time, so there’s no way to tell whether a certain time of year (month) is better or worse for any Category or Subcategory. The charts do not show the degree to which any certain category was Successful or Failed because dollar amounts are not included. Did some come closer than others to meeting their goals? Did so go way, way over? It may be that Theatre goals are very small amounts of money and Technology goals are very high amounts.

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

Categories by Month to see if the season affects popularity (line chart). Categories by Year to see what’s currently successful or failing (stacked column). Goal and Pledge Amounts by Category (pie charts).