# Assignment Excel

### *What are three conclusions we can make about Kickstarter campaigns given the provided data?*

First conclusion we can make is that when we compare numbers of campaigns, **US** had the dominance over other countries (74%), while most campaigns are on **theater** category (33%) and **plays** sub-category (25%).

Second conclusion is that when we compare the success percentage, **music** category (77%) and campaigns that **started at Q2** of the year (58%) had the highest win ratio. In the meantime, campaigns with **less goals** had the **most successes** and vice versa.

Third conclusion is that when we compare the sum of pledged funds, **technology** category (51%) and **hardware** sub-category (38%) had the highest funding. And campaigns started in **Q1 and Q2** got more donation.

### *What are some of the limitations of this dataset?*

First of all, the currency is not unified, which is difficult for analyst to compare the average donation or the total donation pledged by category or sub-category.

Secondly, around 75% (3038/4114) of the data comes from US, which means that the general conclusions we get from the data might not be representative for countries with less number of campaigns.

Another limitation is that if we bread into sub-categories, some might not have enough data to make the difference. For example, for the success rate, Rocks had 260 wins over 260 campaigns, while Metal had 20 over 20. It is not rigorous to say Metal had the same success rate with Rocks.

### *What are some other possible tables/graphs that we could create?*

Firstly, we could check the impact of project duration on the success rate in order to see if we can find an optimized time a creator can choose for their campaign.

Secondly, we can create several graphs on the number of backers, amount pledged and average donation according to each category and sub-category, which is useful for creators to define their direction and strategy of campaign.

Also, we can find deeper relationship between the country and success percentage by category/sub-category, which is a good indication for creators as well.