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HW 1 - Excel

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. We can conclude that the Music category had the greatest success rate overall in reaching or exceeding the goals set per campaign.
   2. We can conclude that the Food category had the least success rate overall in reaching or exceeding the goals set per campaign.
   3. We can conclude that the Theater category was the most frequent category for which campaigns were established.
2. What are some limitations of this dataset?  
   One limitation we can encounter with this data set is the true monetary value. There is no set standard for the currency, and it has not been converted to a “common” currency. Another limitation can be the average donation; it may be more useful to use a mode instead.
3. What are some other possible tables and/or graphs that we could create?  
   We can create endless charts and tables. One example would be average donation per category as well as backers per category in order to establish which campaign categories were more popular among contributors versus others.