Excel Homework: Kickstart My Chart  
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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* Category Theater has the greatest number of projects, specifically in sub-category Plays.
* Music category has best success rate compared to all other categories, while Food category has the worst success rate.
* Projects with least goal had more success than those projects that had larger goals.

1. What are some limitations of this dataset?

* This dataset is missing the demographic data on the backers. This data would be useful to understand on what category or sub-category is preferred by the assorted population
* Column “Staff Pick” is not self-explanatory, while column “Spotlight” is redundant.

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

* Rate of success vs rate of failure for each category, and then for sub-category.
* If demographics data on the backers was included, many tables and graphs can be created for learning which age group or race or sex is backing up what category mostly or sub-category. Also, we could learn the amount pledged based on the age-group.
* Monthly outcome graph showing (1) success only for each category, (2) failure only for each category. Possible to gain insight on what time of the year a certain category is preferred more or less. For deeper insight on this can do same with sub-categories as well.