1. Excel Homework

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

One conclusion we can make about Kickstarter campaigns can be found on sheet two where we made our first pivot table and stacked bar chart. We can see that for many of the categories, the fail rate is almost equal to the success rate. The only category where the fail rate was clearly less than the success rate ( by well over half ) is in the music category. That could infer that music would be the best option to invest into due to the overwhelming success rate.

Another conclusion we can draw regarding Kickstarter funding can be found on the sheet three. We can see on the pivot table that some sub-categories have a 100% fail rate. While this may be due to limited data or that not enough data was sourced for that specific sub-category, our pivot chart shows us that certain sub-categories have not had a single success. This includes animation (100 failed out of 100 total), children books ( 40 failed out of 40 total), and even gadgets ( 20 failed out of 20 total ). These would be categories to avoid funding for based off our data.

Our third conclusion we can make from the Kickstarter data can be found on sheet four where we chart the success and failures over time. While these two lines in our line chart follow the same path for most of the year, there is a discrepancy in January to February and in March to April. In these two time frames, the success rate was on the rise while the failure rate was lowering. From the data we could infer that these two periods of time usually hold the most success and least failure.

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

Possible limitations of this data set would include not enough data. Like mentioned above in our conclusions, there were sub-categories with 100% fail rates. I believe if the data was more vast, we would not be seeing 100%’s so casually. Another limitation was that the set was so large, moving throughout it was strenuous on my computer so in order to check if your changes have been applied ( like the first task of color coding columns) you must know exactly what your looking for rather than scrolling through the sheet.

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

Another table we could create could be a bar graph correlating the average donation with category to find out which category has the highest funding on average. Another graph could be a line chart connecting the average donation with each project and the time the funding ended. That way we could map which time of the year is related with the highest average donations. While we haven’t used any pie charts, it would be helpful to see the difference in countries and the amount of projects they are pushing out. That way we could find out where most of the projects are sourced from and how other countries compare to the US.