Excel Challenge \_ Report

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

**Conclusions:**

1. Based on the data analysed, it can be concluded that the Kickstarter Projects are likely to be successful than be cancelled or fail. This is based off the comparisons completed over the success of main categories. A rather clearer assumption can be made when the data is analysed and split into successful and unsuccessful campaigns. Based off the below graph, can clearly stipulate, Music, Theatre, and Film & Video are the clear winners of the Kickstarter Projects.

1. Second conclusion can be made over a further breakdown of the categories – Ref below graph. Further breakdown of the success rate of theatre projects can be seen in the success rate of plays. It also has the highest rate of failed projects.
2. The third conclusion can be made based off success rates noting the time of the year. A considerable dip in success rate is noted post May, with a further sharp dip towards the end of the year. On further review, failed projects surpass successful ones in December. We can dig more into what is driving this dip and how it could be associated with the funded percentages at different times of the year.
3. What are some limitations of this dataset?

Assuming Kickstarter if ONE particular campaign, we would want to look into other similar projects/campaigns to make a more informed conclusion on certain successes and failures.

Thus meaning, the Data Set is not as substantial, with certain categories and sub-categories not fully analysed noting limited sample sizes.

1. What are some other possible tables and/or graphs that we could create?
2. We could further analyse the failed/cancelled projects to better understand the data set.
3. Further delve into the successful projects to see if they are actually profitable.