**Excel Homework-Report**

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

**campaigns?**

1. If we observe the given data, Theater is the most dominating category which leads to the highest in Kickstarters from May to July. But, if the Theater category is removed, January has the highest number of Kickstarters.
2. In the later years it began to have many more Kickstarter campaigns than earlier. This may be due to the financial crisis. This may also partly be due to the fact that Kickstarter is a relatively new company.
3. And on the other side music is being the most successful parent category with 77% of the Kickstarter campaigns succeeding and music also has the lowest average funding goal.

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

There is an evidence that this sample does not fully represent the population of Kickstarter campaigns, Because the assignment’s instructions mention that only a third of Kickstarter campaigns make it through funding with positive outcomes, but this database shows that more than half of the programs selected are successful. There are no factors that describe the success of each industry/category/sub-category during the overall covered time period. It would be helpful to have data that shows whether each industry/category/subcategory does well or poorly during the relevant time periods. This might help us to analyze for external factors while analyzing the data.

Kickstarter was founded in 2009, making it a relatively new company. It might be useful to have data on the factors that will be determined for consumer preferences and trust in Kickstarter over time. For example, maybe certain categories/subcategories are more successful during Kickstarter’s initial growth while others are not, due to lack of consumer trust. Also, the dataset does not have much information on what donors expect to receive in exchange for their donations. It could impact a donor’s decision to donate, because they may assume that he/she will receive something significant in exchange for his/her donation.

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

There are several tables/graphs we could create. Below is a list of some other ideas for data displays:

1. Displaying graphs and tables that exclude significant funding goal outliers.
2. Graphs for all the metrics covered with and without “plays” (the most popular category).
3. Tables showing the most successful categories/subcategories versus the most unsuccessful categories/subcategories and detailed data into each category/subcategory’s level of success. Some possible metrics include:
   1. Success rate per category/subcategory
   2. Median, max, and min funding goal and Average Donations per category/subcategory
   3. median, max, and min of percent funded and length of Kickstarter campaign timelines per category/subcategory.
4. Graphs and displays that break up each category into its specific subcategories to uncover what makes different types of organizations successful. This helps us to better understand the data.
5. Displays showing the average timelines of how much time companies/organizations have to complete the Kickstarter campaigns for the most successful and least successful types of programs.