01-Excel Homework

**Kickstarts**

In reviewing the Kickstarter dataset I was able to draw the following conclusions and identify some data limitations:

**Conclusions:**

1. Performing Arts type Kickstarter campaigns are the most successful based on the percentage of successful project and technology based on the number of backers and percentage funded.
2. There’s a significantly more “Plays” Sub-Category campaigns compared to the entire population.
3. There is a possible seasonality to campaign success and failure depending on what time of year a campaign starts.

**Limitations:**

1. No data dictionary and no knowledge of data source(s). Meaning there could be possible errors in the data.
2. Data includes outliers such as Parent-Category “Journalism”, Sub-Category “Plays”, and state “Live”.
3. The data is limited/incomplete. Missing variables and the dataset is based on a sample of the population.

**Additional Tables and Graphs:**













