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Subject: Excel Homework

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*Questions*

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

- By analyzing through Category, theater had the highest successful/failed projects and technology had highest canceled projects. However, music had higher successful rate (~77%) and food had higher failed rate (~70%) compared to other categories.

- By analyzing through Sub-category, plays from theater section had highest successful and failed projects and web from technology section had highest canceled projects.

- By analyzing with monthly trend, data showed that February, April, and May had higher successful rate (~60%) and December had higher failed rate (the only month that canceled projects are higher than successful projects). Average successful and failed rate are ~54% and ~38% respectively.

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

- data insufficiency: For example, most of the dataset projects are from united states. If data showed more projects from other countries, it is possible to lead to different results.

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

- Average donation and category/subcategory: to see if there’s correlation to influent successful/canceled rate

- Countries and Successful/Failed/Canceled/Live: to see the detailed of database and compare to the category successful/failed pivot tables.