## Assignment 1 - Excel

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
2. That Kickstarter campaigns with lower goals are more successful, and that those with goals above $13,000 have failed or canceled as frequently as they have succeeded. (Displayed in Bonus table and line graph)
3. That Film & Video, Music and Theater are the only categories of concluded campaigns with more successful outcomes than cancelations or failures. (Displayed in Pivot Table 1)
4. Plays are the largest successful sub-category, accounting for almost 32% of all successful campaigns.
5. **What are some limitations of this dataset?**

The dataset is aggregated, and does not contain pledge level data. Because of this, we are only able to determine the average pledged support, but in many cases, this could be distorted by a few larger pledges, leading to a much smaller median. Also, while there is a goal amount recorded, many Kickstarter campaigns have multiple tiers of success accompanied by rewards. Our dataset does not indicate what percentage of the pledges would be absorbed in order to fulfill the rewards, which would make a different in profitability.

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

Pie charts could be used to show the distribution of Kickstarter projects according to their outcomes, but would probably only make sense at a high-level overview, not like the first two pivot charts where the results were broken out by categories and sub-categories. Comparing the performance of different successful Kickstarter campaigns over time by country could be beneficial for large companies who have the resources to invest in different countries. For company performance evaluation purposes, values are worth investigating further to see if they picked the highest Percent Funded campaigns, or were able to regularly spot the campaigns that would succeed.