Excel Homework-Week 1

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   1. Theater, Music and Technology are the three most popular categories with over half the projects on Kickstarter falling into these three categories
   2. Over 80% of the successful projects have goals less than $10k.
   3. Projects started in May have the highest success rate
2. **What are some limitations of this dataset?**
   1. We can’t see how frequently a backer pledges
      1. How engaged are backers
      2. Is there seasonality to pledges
   2. We can’t see how many updates a project has
      1. Project engagement may be linked to success rate
3. **What are some other possible tables and/or graphs we could create?**
   1. Average donation by category
      1. Determine best category to get most $/backer
   2. Average count of pledges per backer
      1. Are backers giving several small pledges or a lump sum
   3. Pledges by month/season