#Excel Homework: Kickstart My Chart

1. Given the provided data what are three conclusions we can draw about Kickstart campaigns.

We can conclude the following regarding Kickstarter campaigns:

1. More than half of Kickstarter campaigns are successful
2. Plays have the highest count of success Kickstarter campaigns at the same time “theater” is the parent category that has the highest counts in “failed.”
3. Kickstarters in Journalism is least likely to succeed
4. The launch date of a project in the month of May had the most success
5. What are some limitation of the dataset.
6. Does it account for what may be going from one year to another economically – that could affect how much people are willing to donate to a Kickstarter or type of Kickstarter
7. For the subcategory – with so many small subcategories how could one it scatters the data a lot. Meaning, it might be too granular for one to decipher correlations in the data
8. A particular industry/type of project may use Kickstarter to fund more than another industry so that industry/type of project may reflect the highest success because of that.
9. What are some other possible graphs or charts we could create.
10. A pie chart or line chart can easily be used for the “Category” pivot table.
11. A scatter plot with a trend line can be used to show if there is a correlation between the month a project is started and its success.