**Excel Homework Questions**

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

A. My main conclusion is there are sub-categories within each Kickstarter parent category that have shown either clear success or failure. For example, looking at the overall worst performing category (food), while food trucks and restaurants have bombed, small batch food campaigns have a perfect success rate.

B. Kickstarter campaigns do have an overall higher success rate than failure rate. Campaigns involving film & video, music, and theatre have seen the most success. Campaigns involving food have seen the least success (specifically food trucks).

C. December is the worst month to start a Campaign.

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

A. There’s no way to quantify the amount of marketing energy that went into each campaign.

B. How many “Failed” Campaigns simply needed more time open?

C. Data stops in early 2017.

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

A. Table and Chart showing the total number of campaigns year-to-year (all categories).

B. Table and Chart showing average donation per category.

C. Table and Chart showing average goal per category.