**GWARL201906DATA1**

**Excel KickStarer Homework**

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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Over half of Kickstarter projects (from 2009 – 2017 Quarter 1), have been successful. [2185 projects successful / 4114 total projects = 53.11%]
   2. Kickstarter projects for Plays constitutes 76.52% of all projects under the Theatre category. [1066 kickerstarter play projects / 1393 total kickerstarter theater projects]
   3. Theater kickstarter projects are over one-third of all kickerstarter projects. [1393 total theater projects / 4114 total kickstarter projects = 33.85%]
2. What are some limitations of this dataset?
   1. The data is outdated as the “latest” data in the set is from 2 years ago (2017 quarter 1).
   2. Unsure if there are other categories that projects can be listed under in kickstarter. If there was an “other” category, then it would be clear if all projects data in kickstarter have been captured here.
   3. Not all the columns in the data are intuitive – the “launched\_at” and “deadline” data columns are simply numbers without clear explanations.
3. What are some other possible tables and/or graphs that we could create?
   1. We could compare the amount in goals to the category and sub-category to understand how much kickstarters need for certain types of projects.
   2. We could compare the number of projects to the country of the project to know the most prevalent country that is using kickstarter.
   3. We could compare the backers count to the category or sub-category to understand how many people are contributing to certain projects.