**Data Camp Bootcamp – Assignment 1 – Excel, Kickstart My Chart**

What are three conclusions we can make about Kickstarter campaigns given the provided data?

1. Music has the greatest chance of success, while food appears to have the least
2. Classical music, rock music, electronic music, metal, pop, radio & podcasts, nonfiction, documentaries, hardware, shorts, tabletop games, and television has a 100% success rate
3. December is the only month with more failures than successes

What are some of the limitations of this dataset?

* Demographic and psychographic biases – funded projects could be skewed towards the group/individual and not the actual project
* The audience – Kickstarter has a relatively niche audience with narrowed interests. Just because an idea has a higher likelihood of failing on Kickstarter doesn’t necessarily it would fail in the real world with funding from a different 3rd party
* Crowd funding vs VC/Angel/Private Investors – similar to the above bullet, the projects’ fates are determined by hundreds/thousands of people whereas 1 interested private investor could fully fund a project that has a higher chance of failing if being crowd funded

What are some other possible tables/graphs that we could create?

* Clustered columns – this would allow for individual comparisons within the parent categories and sub-categories
* For the bonus, a 100% bar chart would have been good. It would allow a direct visualization of the ratio of successful vs failed vs canceled