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Kickstart My Chart

Excel Challenge

Conclusion Questions:

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * 1. The Theatre Category had the most Kickstarter campaigns and the most successful campaigns in the data set.
     2. The Plays Sub-Category had the most Kickstarter campaigns and the most successful campaigns in the data set.
     3. The highest number of successful campaigns have been started in the month of May when compared to other months.
2. What are some limitations of this dataset?
   * 1. We are unsure if there was any filtering involved in this data sample. Was this the full population of Kickstarter campaigns in this time frame? If it was a small sample of the full population, we cannot make greater conclusions about all Kickstarter campaigns.
     2. The definitions of “state” are not clearly defined. You can interpret that “successful” means 100% funded or greater by filtering on “successful” and looking at the values in the percent funded column. Similar logic applies to failed. All “failed” campaigns have less than 100% funded. However, “live” and “canceled” campaigns have wide variations in their % funded amounts. More detailed definitions on these states could lead to more concise and meaningful conclusion.
3. What are some other possible tables and/or graphs that we could create?
   * 1. State of the project by average donation as a scatter plot
     2. State of the project by length of day count between date created and date ended
     3. State of the project by country and/or ccy as bar chart/pivot