Microsoft Excel Homework Report

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

Answer: Looking at the data, the most frequently created Kickstarters come from the Theater, Music, and Film & Video categories. Looking at these top Kickstarter campaigns, even though there are 839 successful Theater Kickstarters about 439 have also failed. The majority of the Theatre success and fail kickstarts come from the Sub-Category of Plays, with 694 succeeding and 353 failing. If you compare the successful campaigns against the failed campaigns, Music Kickstarters have a better chance of succeeding with having 540 successful and only 120 failed campaigns. One thing we notice while looking into the subcategories of the Music Category is that Rock music has a 100% success rate of reaching their funding goals.

1. What are some of the limitations of the Dataset?

Answer: We are able to see trends within the data about which categories succeed or fail, but you cannot tell from this dataset exactly why certain Kickstarters were more popular than others.

1. What are some other possible tables and/or graphs that we can create?

Answer: One graph that can be created would be one that calculates trends of what categories raised the most funds additionally subcategory funds. We can use the amount pledged per category and subcategory and see trends onto which categories raised the most money.

Another table that could be added would be one beneficial would be information about what type of organization or person is trying to raise the funds? Is it one person requesting funds, multiple people, or a tech start up requesting these types of funds, or even a theatre troop. This could help us correlate the amount being raised with the type of people requesting it. On top of that table or column could be if they have raised money on a previous platform or through scholarship/Grant money.