**Excel Homework**

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

- Kickstarter campaigns in the theatre industry, specifically in the plays category, are the most successful campaigns. It also had the most failed campaigns.

- Successful funding occurs in the month of May and lowest funding occurs in the month of December (perhaps because holiday shopping is at its peak, lesser amounts of a persons budget goes to funding campaigns).

- Campaigns that have a goal of less than $1000 are the most successful while the campaigns that have a goal of greater than $50,000 are the least successful.

1. What are some limitations of this dataset?

- A large amount of funding is in the US, however there is no US State data included in the dataset so there is no way of getting any information as to which state in the US has the most kickstarter campaigns.

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

- We can use a horizontal bar chart (as I did in the worksheet called “Campaigns per Sub-Category (2)”. It is easier to read compared to a vertical bar chart. The horizontal bar chart is especially useful for long category names, as the text is written from left to right, as most people read, making the graph legible for the reader/audience.

- We can create a table to show the breakdown of Kickstarter campaigns by category and use a treemap to display the result (see “Extra1” worksheet).

- We can create a table to show which campaign had the most pledges and show the result using a horizontal bar chart (see “Extra2” worksheet). While technology may have garnered 51% of the total pledges, it wasn’t the most successful overall.

We can also breakdown the projects in the Technology category to see which sub category had the most pledges.

- We can create a table to show the average donation per parent category (where it can be filtered by the sub category and year) and use a horizontal bar chart to show the result (see “Extra3” worksheet). This will show that theater has the highest average donation.