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EXCEL – CHALLENGE

STARTER BOOK - Conclusions

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Overall, kick starters started to gain momentum in the year 2014 and almost 75% of the projects were from US.
   2. Success rate of all kick starter initiatives is around 50%.
   3. Theatrical plays are in demand and journalism is dying.
2. What are some limitations of this dataset?
   1. The dataset seems to suggest that there are no limits on how much a donor can donate, thus the average donation computation is suspect.
   2. There is no exchange rate reference. This is crucial when we are comparing monetary goals and pledges between countries.
   3. The dataset does not tell why the project is cancelled.
3. What are some other possible tables and/or graphs that we could create?
   1. We can show relationships between success rates of each kick starter category and “spotlight”.
   2. We can show relationships between pledges and donor counts.