Excel Homework: Kickstart My Chart

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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Theater was the most successful category of all the Kickstarter campaigns and subcategory with plays. This represented 694 successful campaigns, which is 34% of all successful campaigns.
   2. Journalism had the lowest % of successful campaigns as all the 24 were canceled.
   3. If we compared the state of the campaigns in time, we could see there’s a correlation between failed and successful campaigns in several periods of time, as in almost all the months the behavior is the same.
2. What are some limitations of this dataset?
   1. That we are only analyzing 4000 projects and there are more than 300,000 projects launched on Kickstarter. So, our sample maybe to small as it only represents 1.33% of all of the projects and may not reflect trends trough time.
3. What are some other possible tables and/or graphs that we could create?
   1. I think we could play with data in the pivot tables, so we could get for example on average which campaigns were most successful, failed, canceled or live in categories and sub categories, and compare it with the month’s to see specifically how a category varies in state in time, and when can a campaign of a category be more successful in time, or to see if a type of category is declining in popularity and which are gaining as this may have an effect on which could be more successful. A line graph could work for this.