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**Homework based on Excel**

**November 30th, 2019.**

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

The main items to be mentioned are:

* Entertainment has the highest number of projects with 1,393 for theater, 700 for music and 520 for film & video.
* Music, plays and film & video have the highest rate of success. Unlike music and plays film & video goal is high has 14,998 USD (music and theater are below 6k USD)
* December is the month with lowest activity in terms of campaigns though is a season

of consumption and spending

1. **What are some limitations of this dataset?**

Given the tools to exploit, only bi dimensional analysis is easily done and interpreted. Data has long text that could give additional information, however pivot tables do not handle that kind of data.

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

Several tables can be gathered, such as.

* Cross reference matrix on 2 or more characteristics such as state vs % funded, avg deposits, length of the campaign etc.
* Also have a trend of specific seasonality per category
* Which kind of campaigns receive higher tickets