**Excel Homework – 1**

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

*Three conclusions we can draw from the data set are as follows:*

* + *Theater is the most popular type (parent category) of starter; with the most starters by volume. Conversely, Journalism starters are the least represented by volume.*
  + *Despite Theater being the most represented starter in the data set, Music has the highest success rate.*
  + *May – July is the most popular month for starters, based on total number of starters originated during those months.*

1. What are some limitations of this dataset?

*Some limitations of this dataset include:*

* + *The currencies are not uniform, so dollar amount comparisons are difficult barring currency conversions.*
  + *It’d be hard to hypothesize or find a trend in exactly why starters fail as there isn’t data to elaborate on why certain starters were cancelled or failed. This sort of data point would be helpful to identify trends to avoid.*

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

*Some other tables and/or graphs we could create are as follows:*

* + *Calculating success rates by category (and sub-category) would be a helpful additional table to determine which sort of starter would have the highest likelihood of succeeding.*
  + *Another graph that would be helpful would be a bar chart summarizing which category receives the most pledged funding in order to determine which category of starter would be the most lucrative to start; holding the most earning potential.*