**Brooke Cuda – Excel\_HW Report**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * Looking at the first PivotTable (Category PivotTable), according to the numbers, music seems to be the category that has the highest success rate overall; this is reflected in the graph as well.
   * Looking at the second PivotTable (Sub-Cat PivotTable), it lays out the specific sub-categories that are successful/failed/etc. it is interesting that all of the campaigns that included classical electronic, metal and rock music, documentary films, hardware, and shorts were successful in the entire dataset and had no failures.
   * In the third PivotTable (state of campaign pivotable) It is observed that the level of successful campaigns is at its highest in May, and at its lowest in December. This could be because there are more campaigns running in the beginning of the year vs the end of the year. Or people might be spending money on holiday travel and gifts etc. rather than supporting Kickstarter campaigns.
   * I would also like to point out, from the first bonus table, that the campaigns with the monetary goal between $1000-$4999 have the highest success rate.
2. What are some limitations of this dataset?
   * Some limitations of this dataset include the size of the data. If there was more data collected the dataset would be more reliable. Also, you could investigate how much money each campaign put into marketing, a publicist, and other promotional options. You would want to do this because it is impactful to see the correlation between success/fail rates and the amount of marketing (or other outside help) is involved.
3. What are some other possible tables and/or graphs that we could create?
   * Another table and/or graph that could be created is a pie chart. Here is one (pictured below) that I created to visualize the data in the Category Pivot Table in a different way. While in excel, the graph can be filtered by country/Failed/Canceled etc. I think this helps visualize what categories are successful in a more impactful way.
   * You could also look at a comparison of the successful/failed campaigns, the monetary goal, and how much they ended up raising. This could give insight of how much, on average, a campaign should ask for to make it more successful.