Excel Homework - Report

What are three conclusions we can make about Kickstarter campaigns given the provided data?

1. Campaigns for plays within the theater category are by far the highest type - accounting for 26% of all campaigns started.
2. May, June and July are the time of year with the highest number of campaigns started and successes.
3. December appears to be the month with the lowest overall activity and therefore probably a bad month to start a campaign.

What are some of the limitations of this dataset?

* It would be great if every year of data ran from January to December for a more complete year over year picture.
* The data doesn’t provide a geographic breakdown of where backer funding came from.

What are some other possible tables/graphs that we could create?

* Graph geographic data to determine any trends such as campaign categories that may be more popular or have higher success rate based on geo.
* Graph to see if there was any correlation with success and spotlight.