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

1. Based on the pivot table in worksheet titled ‘SubcategoryStats”, it is evident that the most successful kick starter campaign was for category theater followed by music.
2. There were twenty-four projects under the category journalism. All of them were cancelled.
3. Based on the pivot table in “GoalOutcomes” worksheet, those projects that had a goal of less than 1000 were most successful followed by projects with goal of less than 5000. The charts show that lower the goal higher the success rate.

2. What are some of the limitations of this dataset?

1. This worksheet provided data on a wide range of categories and subcategory. If the focus was on limited categories, it would have been much easier to compare data and derive information. For example, an organization working in journalism domain should have more data pertaining to journalism to evaluate before planning for a campaign. Comparing their organizations against other categories such as theater or music yield minimum insight to prepare for their campaign.
2. The worksheet has data from multiple country and they use different currency. The analysis didn’t require the students to do a currency conversation. So, calculating the investment value on each of the project is not accurate.
3. Two dates provided in the spread sheet are the launch date and the deadline. For project that were successful, I would like to see an additional field indicating the date on which the goal was met. This would provide an additional input on the how popular each project or category are.

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

1. Another possible table and chart that I would like to explore is the relation between the goal, pledge and the number of backers. I would like to understand the categories that tend to attract more number of backers. There are few successful projects in the spreadsheet that are supported by fewer number of backers. Funding wise the campaign is successful. However, I would take into consideration the number of backers interested in a category or project for planning for a campaign.