Collin Myers Excel Homework Report:

*What are three conclusions we can draw from the data?*

* Theater Campaigns had the most successful campaigns, but also the most failed campaigns. It would appear to be the most popular category of campaign to run on Kickstarter.
* Going along with the previous statement, plays as a sub-category had the most successful and failed campaigns of the subcategories. If you were interested in getting funded for a play, Kickstarter may be the outlet to use for funding.
* Generally, campaigns were more successful at the beginning of the year through about May, which may indicate something about campaign success towards the end of the fiscal year. There could be increased spending for budget purposes. (Just a thought)

*What are some limitations for this dataset?*

* Most of the analyzed data is very generalized and may or may not give accurate insight, unless we manually dug through all 4115 rows of information. It also doesn’t say why something failed or why something was successful. There are a lot of small but powerful pieces of information that we cannot identify by the dataset alone.

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

* We could create a pivot table and graph representing the Percent Funded per campaign based on whether it was successful, live, failed, or cancelled. And then we could set up filters for the information based on category, sub-category, country, and by date. This could show us what kind of campaign may have generated the most or least profit in different parts of the world and different parts of the year.