**GWU Data Boot Camp Wk1 Homework – Excel**

Kickstarter Data

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Kickstarter campaigns have a 53% success rate.
   2. The top 3 categories for Kickstarter campaigns are: Theater (33%), Music (17%, and Technology (15%)
   3. The average Kickstarter campaign period is 33 days with a range between 1 and 90 days.
2. What are some limitations of this dataset?
   1. No info on provenance, pedigree, and lineage.
   2. It doesn’t include a codebook or data definitions to explain codes and data fields.
   3. The data is not current it captures data into Q1 of 2017 (2009-2017).
3. What are some other possible tables and/or graphs that we could create?
   1. Amt of Kickstarter campaigns over time and the state over time.
      1. The platform had a slow adoption rate over the first 5 years with a spike in campaigns in 2015.
   2. Country or region analysis – overall frequency and success rate.