**Excel Homework: Kickstart My Chart Report**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. From the provided data, I created PivotTable # 1 and PivotChart # 1 on tab 2 of the spreadsheet. Based on the provided data set and by filtering the pivot chart by successful campaigns, we can conclude that the most successful campaigns were in the category of theater, with approximately 839 staff picks. Ironically, the category with the most failures were categorized in theater as well at 493. However, most of the projects that were currently live were listed in theater.
   2. In reviewing the data analysis from PivotTable # 2 and PivotChart # 2, we can conclude, by sub-category, the most successful campaigns were plays. Interestingly, the most successful live campaigns were faith-based productions at 20 with plays at a close second of 19. Regarding failed campaigns by sub-category, plays were also listed as the highest in failure rate at 353. Based on both PivotCharts # 1 and # 2, we can conclude that the most volatile campaigns are categorized in theater, with a sub-category in plays. In using the term volatile, I am expressing the rate in which this category and sub-category have the highest success rates and highest failure rates.
   3. From 2009 – 2017, the most successful campaigns were created and peaked around May of each. The highest rates of failed campaigns peaked around January, July and October of each year.
2. What are some limitations of this dataset?
   1. I believe it would have been a great idea to “clean” the data a little bit more by excluding campaigns from the data set that received $0.00 in pledges. I do believe this data is valid, but based on the analysis that was required, reviewing the data in which actual pledges were made toward the project, can help provide realistic information for the analysis. (i.e. when calculating the average donation in Column R, some of the formulas returned the error “#DIV/0” because the cells returned a 0 number from dividing by 0.)
3. What are some other possible tables and/or graphs that we could create?
   1. Additional pivot tables and pivot charts can be created based on successful campaigns by on country. For example, how does the United States compare vs. Hong Kong in successful campaigns and failed campaigns? Or, which country submitted the most successful campaigns? Which country had the most failed campaigns by sub-category? These are questions that can be answered by pivoting and filtering the data.