**Excel Challenge Conclusion**

Conclusions about the Kickstarter campaigns:

Based on the given data and pivot charts, we observe that the three main categories with the most campaigns were film & video, music, and theater. All three subsequently had the most amounts of successful campaigns as well. Diving deeper into those three categories, we see that the only unsuccessful campaigns were animations and dramas, with science fiction being canceled. Looking deeper into music and theater, both seem to be successful along all sub-categories aside from jazz music, which failed completely, and world music, which was canceled. Based off of these charts we can conclude that the most successful categories of campaigns funded were these three categories, with theater having the most successful campaigns out of all the categories

Finally, based off the line chart, we see that the greatest number of successful campaigns were started in May, with the least amount starting in December. Coincidentally, we notice that the greatest number of failed campaigns were started in January, with the least amount coming at April. This can lead us to conclude that the best time to start a campaign with the hope of success would be in May, and the worst time in December.

What are some limitations of the dataset?

One main limitation of this dataset is that it only provides us with the results of the campaigns. With the current data, we are only able to see the results of each campaign and whether or not each was successful. In order to answer more questions, we need more data on each campaign, such as marketing data, social media trends, the investors(backers) themselves, dates and amounts of each investment, and much more.

What are some other tables/graphs that could be created?

One idea I had was that instead of filtering every graph currently in the assignment by country or parent category, we filter using forms of currency. This way we can see if there is any correlation between the fate of the campaign and which currency it is getting funded in. Other possible graphs that could be used in this dataset would be a scatterplot charting all the campaigns filtered by either start date and end date, amount of backers, or the goal amount to see if there are any trends that tie the success of the campaign to any of these variables.