**Excel HW – Kickstarter Campaigns Report**

Through our analysis of the provided data of 4,000 Kickstarter campaigns, we can see that overall about 53% of Kickstarter are a success. From this percentage of successful Kickstarter campaigns, we can see that 32% of these successful Kickstarter are categorized in the category/subcategory as Theatre/Plays. We are also able to conclude that a campaign’s success is significantly higher if it were created during the months of February, March, and April. One last conclusion we can pull from the data by looking at our pivot chart of only the categories is that film & video, music and theater are the only categories to have above a 1 to 1 ratio with success and failure respectively. The other categories have more failure than success. One special note to consider by looking at the percentage of success in comparison to a specified ranged of money for the goal of campaigns is that the less money a campaign needs then the higher chance of that campaign being successful.

With any data, there are certain limitations present that may not allow us to fully interpret out data. With shis dataset, we can clearly see from our pivot tables/charts that it favors Kickstarter campaigns that are categorized as Theater due to the data being about 34% of only Theater campaigns. If this dataset was more spread out in its categories, the data would not be skewed towards Theater campaigns. We can also look at the size of the data. This dataset is only a size of 4,000 data entries which, from the background, is only a little above 1% of campaigns on Kickstarter. With such a small percentage of the data, our data that was analyzed cannot speak the truth about the hidden trends behind Kickstarter campaigns. We can look at the small trends within the data, but if we were to look at a greater dataset, we can uncover hidden trends that can represent Kickstarter campaigns.

Even with the limitation in this data, there are certain tables/graphs that would have been interested to analyze. We could have created graph that depict trends of the state of a Kickstarter campaign based on the origin of its country. We could also have looked at if the number of backers or average donation for a campaign had any influence for the success of a campaign. One very interesting graph we could have created would be to look at a line graph showing if the length of a campaign could influence the successfulness of it.