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Homework 1 – Excel

1. There are a variety of conclusions we can make about the kickstarter campaigns given the provided data. The more prevalent ones are:
   1. Theater was the category with the most campaigns overall, including the greatest amount of successful and failed campaigns.
   2. Within the “music” Parent category, no campaigns under rock, pop, metal, classical and electronic music sub-categories failed. All were successful.
   3. From May to July, the number of successful campaigns dropped Month-on-Month while the number of failed campaigns rose. Implying some sort of seasonality.
2. One of the limitations I found in this dataset is that the currencies could be converted into a singular denomination (dollars) in order to better analyze their success rate given their goal amount. Without converting into a singular currency, our analysis on success rate given the monetary goal may be flawed due to the conversion rates and actual values of the currencies. For example, 7,850 HKD is roughly equivalent to $1000 USD which could misrepresent their success rate as higher if one were to group them by goal.
3. We could create a variety of charts with this data, for example a variety of Pie charts, with one displaying the % of total successful campaigns by parent category to have better visibility on the makeup of total successful campaigns: