1. Excel Homework

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. The pivot graph on Sheet 3 shows that the theater category is the most successful one but also the one with more failures, since it’s the one with the most events happening, with also very few cancellations. This is mainly due to the high number of plays, with more occurrences than the musical or spaces subcategories.
3. As can be seen on Sheet 4, successful events peak in May, showing people being on vacations for the summer, since also there’s a notable growth during October/November when Thanksgiving holidays take place.
4. Sheet 3 shows that, from the Music category, Rock is the most successful and Faith and Jazz are the biggest failures, while World Music events usually end up being cancelled.
5. What are some limitations of this dataset?

* Events that are happening in multiple countries would have to be doubled –repeated in two different rows, one for each country.
* Each country, and even each institution, has its own way of categorizing its events as for their level of success –if they even register them.
* Live events stopped being recorded since March, raising the suspicion of missing information.

1. What are some other possible tables and/or graphs that we could create?
2. A good idea would be to display a graph that shows more clearly the comparison of events among different countries.
3. Also, another one that would show the time elapsed from the creation to the ending of each event and its relation to its state of success would provide valuable insights.
4. I think it may be useful to track the correlation between investment and success of the events, to see if there’s any and how much impact does money have on the activities.