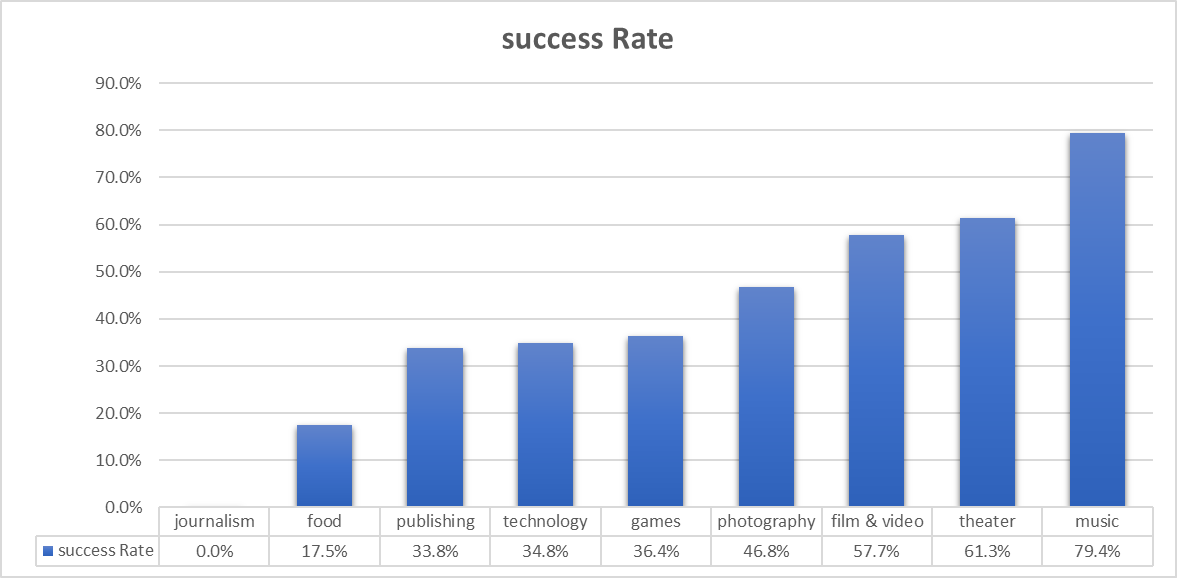
**Juan I Castaneda**

**Homework Assignment #1 Excel**

**1/24/2021**

**what are three conclusions we can draw about Kickstarter campaigns?**

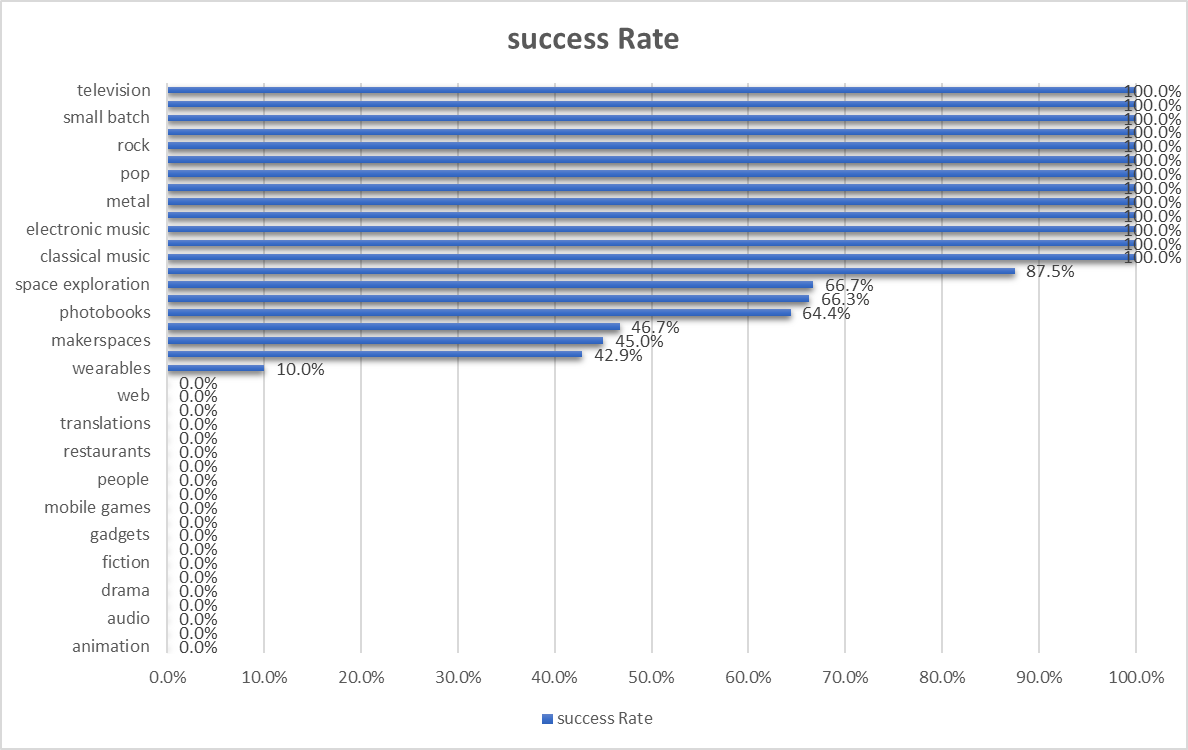
Based on pivot tables and charts generated from the data we can draw the next conclusions:

1. **Category Analysis:**
   1. Considering only the successful, failed and canceled Kickstarter (excluding the live ones) we can determine that the category where the projects have a higher success rate is music, with a 79.4% of success rate; at first sight theater might seem the one with the highest success rate due to the grand total in that category. On the other hand, Journalism is the category with the lowest success rate. We can also see that Journalism is the category with a 100% cancelation rate followed by technology with a 29.67%. KickStater campaigns in the Games and Photography were not cancelled.

Sorted data generated from pivot table 1 in Excel File

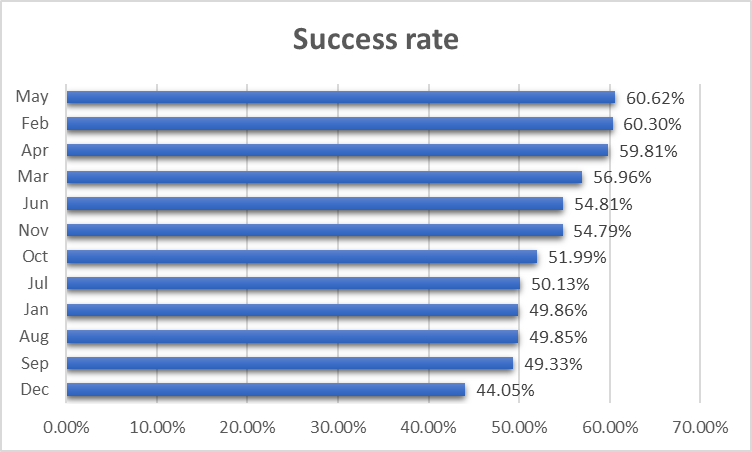
* 1. We can see that the number of Kickstarter campaigns that succeeded is higher than the ones who failed (53% were successful).

1. **Sub-Category Analysis:**
2. Following a similar logic used to analyze the categories we can determine that the next Kickstarter Campaigns had a 100% success rate were classical music, documentary, electronic music, hardware, metal, non-fiction, pop, radio & podcasts, rock, shorts, small batch, tabletop games & television
3. Kickstarter Campaigns with the lowest success rate (0%) were: animation, art books, audio, children's books, drama, faith, fiction, food trucks, gadgets, jazz, mobile games, nature, people, places, restaurants, science fiction, translations, video games, web & world music.



Sorted data generated from pivot table 2 in Excel File

1. The theater’s sub-category “plays” represents the most popular sub-category among all of the sub-categories with a 21.95% of the grand total of sub-categories.
2. **Analysis by Season:**
3. The sorted data shows that the highest success rate occurs in May at 60.62% and the lowest success rate occur in December at around 44%, this could be due to the holidays (specifically Christmas) when people have spent more money in presents.



1. It’s important to highlight the fact that in December the number of failed Campaigns surpasses the number of succeeded campaigns.