**Homework 1 (Kickstarter Excel Analysis)**

What are three conclusions we can make about Kickstarter campaigns given the provided data?

1. Theater is the most popular category in Kickstarter
2. The majority campaigns set their goal between 1000 to 4999
3. Journalism campaigns will have a hard time to get fund through Kickstarter as there was no one Journalism campaigns achieved their goal in the past

What are some of the limitations of this dataset?

1. This dataset does not include any cost which involved in campaigns prepared as the supporting information. If we have more information about the cost amount, we deduct them from the total pledged amount, it will get us a more accurate data about the real percentage of every campaigns has funded.
2. This dataset does not include the “exact” amount that every “successful” campaigns will receive. For example, Kickstarter will deduct 5% of the total funded as a commission; also, in some rare case, a few of the pledges turned out to be bogus as when Kickstarter ran the investors’ credit cards it got denied. If we could have this part information, we may have a more clear picture about how well the successors did.

What are some other possible tables/graphs that we could create?

1. We could create a table for “successful” group with rows of grouped percentage funded vs columns of the count of each sub-category
2. We could create a graph for average donation vs each category to see how people willing to pay in different category
3. We could create a table to see how people motivated as participating in each sub-category by determining rows of each sub-category vs columns of the count of people involved