# Excel Homework: Kickstart My Chart

Kickstarter’s mission is to bring creative projects to life through its global crowdfunding service. The service allows creators to have complete control of their work throughout the entire process by eliminating the need of grants, donor or private investor. Although starting a campaign is relatively easy, not all projects come to life. The following analysis is based on data from 4,114 Kickstarter campaigns created between May 2009 and March 2017.

Based on the data provided, the following three conclusions can be drawn about Kickstarter campaigns.

* The sample data provided shows that the Theater Major Category had the largest number of total Kickstarter campaigns (1,393) as well as the largest number of successful campaigns (839). However, on a percentage basis, Music had the best success rate within their campaigns (77%).

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| --- | --- | --- | --- | --- | --- | --- |
| **Category** | **Successful** | **Live** | **Failed** | **Canceled** | **Grand Total** | **Percent Successful** |
| theater | 839 | 24 | 493 | 37 | 1393 | 60% |
| music | 540 | 20 | 120 | 20 | 700 | 77% |
| technology | 209 |  | 213 | 178 | 600 | 35% |
| film & video | 300 |  | 180 | 40 | 520 | 58% |
| publishing | 80 |  | 127 | 30 | 237 | 34% |
| photography | 103 |  | 117 |  | 220 | 47% |
| games | 80 |  | 140 |  | 220 | 36% |
| food | 34 | 6 | 140 | 20 | 200 | 17% |
| journalism |  |  |  | 24 | 24 | 0% |
| **Grand Total** | 2185 | 50 | 1530 | 349 | 4114 |  |

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* The larger the goal, the higher likelihood that a campaign fails or is canceled. By converting the line chart from the Bonus work into a stacked line chart, the trend is a bit clearer.

Some limitations of the data set provided include the following:

* The 4,114 campaigns are only a small sample of all of the Kickstarter campaigns ever created.
* The data set only includes campaigns created through 2017, there may have been a substantial change in the data trends since that time.
* Over 70% of the campaigns within the data set originated in the US, leaving only a small fraction of the sample as a global representation.