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Excel Homework: Kickstart My Chart Analysis Report

Based on the data, the conclusions I can draw is that the most successful kickstarter category was for Theater, the most successful sub-category was the Plays category, and it can be said that kickstarters find most of their success during the first half of the year. Moreover, the amount of successful kickstarters tends to decrease as the year progresses.

Some of the limitations I’ve noticed is that we do not know specific details like the total amount of donations that were raised each month. This would have helped forecast which months were the best for a group to launch a kickstarter and also predict what time backers are donating which means what months people actually have extra funds to spend. Another limitation I want to focus on is we don’t have the data for the amount of days a kickstarter was alive before it was either cancelled, the project failed, or met its goal. Although, the main benefit of knowing the exact days would be for those failed and cancelled projects because this would shed light on if they were ever going to reach their goal in the first place. On the other hand, there could have be the possibility that kickstarters were cancelled prematurely before having the time get people’s attention. So, we could estimate how long a kickstarter should be live for if it wants to be successful.

Although we had already used bar charts for our data, I would create another one whose pivot table includes the number of backers for each a category to determine which genre was most popular. Because even though Theater was the most successful category, it does not necessary mean it was the category with the most backers.