Excel Homework: Kickstart My Chart

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**Report**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* Given the provided data, three conclusions it is possible to draw are that Kickstarter campaigns are successful more often than they fail, theater campaigns are more common than other types of entertainment and plays are the most common sub-category for theater campaigns.
  + Of the 4,114 total campaigns in this data set, over 50% of them were successful (2,185) while 1,530 failed.
  + Theater campaigns totaled 1,393 of the 4,114 campaigns.
  + Plays within the Theater category totaled 1,066.

2. What are some limitations of this dataset?

* Some limitations of this data include that this was only a small subset of the over 300,000 projects that have launched on Kickstarter and doesn’t reflect that only a third of those have made it through the funding process with a positive outcome.
* This data set encompasses campaigns across eight years (2009-2017), the company was founded in 2009 so there is a possibility projects could have done better or worse than they would have in more recent years.
* It skews heavily toward disciplines in the humanities.

3. What are some other possible tables and/or graphs that we could create?

* Another possible table that we could create from this data would be a pivot table that counts how many backers a campaign had and their average donation and whether or not this has any connection to a successful campaign.
* Other graphs that we could create:
  + Bar charts organized by the top average donation and filtered by state
    - To see if there is a relationship between amount of donation per backer and success
  + Bar charts organized by the percent funded and filtered by the category and country
    - To see if there is a relationship between category and interest in different topics
  + Line charts organized by date and goal and filtered by state and category
    - To see if there is a relationship between time and success