Kathryn DeCastro

Excel Homework Analysis

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. They are better for Film & Video, Music, and Theater Categories.
   2. Kickstarter campaigns are on the downward trend. The first 5-years, the successes where in the 70-83% range. From 2014-2016, the successes have only been in the 50% range. 2017 currently is tracking at 66% success. One could assume they grew too fast and were not able to keep up with the demand therefore seeing a spike in the cancelled and failed campaigns.
   3. There doesn’t seem to be a correlation between the start date and the amount of failures.
2. What are some limitations of this dataset?
   1. No reasons for cancellations. No reasons for failures. No information of money received. No information of avenues advertised and measurements of success. Limits us to simple categories and dates to say if it was successful or not.
3. What are some other possible tables and/or graphs that we could create?
   1. Staff Picked based on state, category, subcategory
   2. Spotlight on state
   3. Country based on Category, subcategory