**Homework 01 – Excel**

1. **Question #01: Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

Some of the findings over Kickstarter data provided are:

* It is present on 21 different countries
* It is predominant on English-speaking countries, representing 93.8% of the projects.
  + US is the biggest by far followed by GB, CA and AU.
* Theater has the highest number of successful projects with 33.8% of all time
* Music has the 2nd highest successful projects with 17.0%
* Technology 3rd highest successful projects with 14.5%
* Theater Category
  + Gets the 2nd place in terms of highest ***Number of backers***: 64.196 in total (13.8% of backers) of all times
  + Gets the 4th place in terms of highest ***Average donation*** ($ 89.2/donation)
  + Succeeded around 66% (2/3) of the time from 2014 to 2016
* Music Category
  + Gets the 2nd place in terms of highest ***Number of backers***: 47.297 in total (10.2% of backers) of all times
  + Gets the 4th highest ***Average donation*** ($ 70.3/donation)
  + Succeeded over 70% (3.5/5) of the time from 2014 to 2016

* Technology Category
  + Gets the 1st place in terms of highest ***Number of backers***: 174.797 in total (37.7% of backers) of all times
  + Gets the Highest ***Average donation*** ($ 133.89/donation)
  + Succeeded around 33% (1/3) of the time from 2014 to 2016

Conclusions that could be drawn about are:

* Theater is the most common/popular Category but fails more often than Music and Technology
* Technology is the second most common/popular bu fails more than Music, being the latter the most “successful rate”
* The value of donation doesn’t necessary need to be high for the goal to be accomplished as Successful projects have smaller avg donation then cancelled and failed ones

1. **Question #02:** **What are some limitations of this dataset?**

All sorts of information were together in the same place. If we had the data organized in different data bases with its own id/keys (primary and secondary) other relationships could be built

1. **Question #03: What are some other possible tables and/or graphs that we could create?**

Tables / charts I used and could be used in my opinion are:

* 1. Qty of Projects By Year vs State
  2. Average Donation by Category and State
  3. Average Donation by State over time
  4. Number of State (success, fail, canceled etc etc) over Year