Excel Homework Report

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

* The music category has a better success rate than other categories.
* Plays is the most popular sub-category in Kickstarter
* There is a recent decline in successful kick starters around November and December.

1. What are some limitations of this dataset?

We don’t know for sure why some kick starters are canceled, successful or fail. Some Kick starters could have been mismanaged and cancelled early. Other Kick starters could have had unrealistic or low goals. All of which could affect some of the data.

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

We could create a bar graph with Category in Axis, state in Legend and average of backers in Values. This Graph can show the average amount of backers of successful, failed, and canceled in each Category (Not keeping track of live since they are still getting potential backers). This could show a relationship how many potential backers you need to succeed in each category. A limitation of this data would be outliers in different categories, which can be adjusted.

Another graph we could create is a line graph with months in Axis, state in Legend and average of backers in values. This Graph can show the relationship of average amount of backers and the rate of successful, failed, or canceled depending on the average backers. A limitation of this graph would be we can’t determine if the average backer donates more or if the more kick starters ask for less.