**Excel Homework**

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1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

Based on the table of outcomes by date created(months), we can conclude that campaigns created in the first half of the year have the tendency to be more successful. The first half of the year has an average success rate of 57% whereas the second half only produced a 50% success rate. While not a major discrepancy, it is relevant enough to deduce such a conclusion. Next, we can conclude that entertainment related categories(film&video, music, theater) were more likely to succeed. All held a success rate >55%. Finally, based on the data, we have determined that only campaigns which were spotlighted were successful. This is essentially the data piece that is the determining factor for a successful campaign.

1. What are some of the limitations of this dataset?

The fact that a single data factor determines a campaigns success decreases the value of the rest of the data outside of that data factor. Greater value could be attained by gaining more data about the spotlight feature itself such as launch date, length, media channels, etc. I believe that would give us a better definition of what a successful campaign would be, but with what we have, we are limited to the conclusions above.

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

Creating a graph that had a filter for ‘spotlight’ where the rows are the ‘category’ and ‘sub-category’, the columns being the ‘state’ and the values being the ‘Average of Percent Funded’. This table would give us a better comparison of how successful the categories compared against one another.