Excel Challenge Summary

1. There are a lot of conclusions that can be drawn given the data about Kickstarter campaign. First, the top 3 categories with Kickstarter campaigns were theater, music, and technology. The lease common category was journalism with 24 total campaigns which were all canceled. Next, plays were by far the most popular subcategory, followed by rock and documentaries. Finally, the year with the most total Kickstarter campaigns was in 2015.
2. Some Limitations of the data are that there could be more than one campaign per project. For example, if a campaign was canceled, the project organizers could have regrouped and tried again later, therefore this would count the same campaign twice. The campaign could first fail and then be successful or could fail a second time. Both scenarios could skew the results. This also would not account for any funding received elsewhere, so a campaign could look failed but was in fact successful if there was other sources of funding.
3. Other possible tables and graphs could include average total raised per subgroup. This would be done by creating a pivot table with the sum of the pledged. Another possibility would be to investigate the sub-categories that did not have any successful campaigns vs those that had successful campaigns. In this scenario, a table would be created with ranges of different goal amounts in the rows and each sub-category in the columns. Then a COUNTIF function would be used to count all failed campaigns in each range. Then do the same for a table with COUNTIF for successful campaigns. This would visualize if there was a correlation between goal and success rate of the campaign.