# Excel Homework: Kickstart My Chart

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

* The category that turned out to be both the most popular and most successful by total number of successes was the ‘theater’ category. Second and third place came in as ‘music’ and ‘film & video’, simultaneously stepping down in total number of successful starts and popularity.
* The top three winning sub-categories for each of the above parent categories came in as ‘plays’, ‘rock music’, and “documentary films”. The later two subjects attaining a 100% success rate in funding.
* The summer months of May, June, and July are the most popular to launch funding requests. May is the most successful month to launch a Kickstarter campaign, and the wintery months of December and January are arguably the worst months to launch.

## What are some limitations of this dataset?

* We are lacking any indicators of project success after the initial funding round. This would be useful information if we were investors seeking to “time & target” an investment opportunity.
* On the flip side, if we were an entrepreneur seeking funding, we would want more demographic data on the “backers” so that we could be more precise with any influence campaign(s) we might initiate to help boost funding.

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

* We need, at the very least, a rough handle on the impact of “suggestive” influence on funding success broken down categorically. I would suggest the following four tables with visualizations:
  + State vs. Spotlight
  + State vs. Staff Pick
  + Spotlight vs. Category (and Sub-Category)
  + Staff Pick vs. Category (and Sub-Category)
* In addition to the above qualitative reviews, a time-series glance at total investment volume by Category/Sub would be helpful to potential entrepreneurs to gauge the scale and timing of potential launch points for funding.