01-excel-hw

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

1. Music campaigns are the ones with the highest success rate and food campaigns are the ones with the lowest success rate.
2. The largest number of campaigns are the ones supporting theater plays.
3. May is the month with the highest number of successful campaigns and July is the month with the highest number of failed campaigns.

# What are some of the limitations of this dataset?

1. No information about the backers, so it is not possible to determine if there are any type of bias that determined why some campaigns received more funding than others.
2. No information about why a specific project failed: lack of funding, needed more time to evolve, good idea but lack of execution, good execution but foundational idea not good, heavy competition…
3. No details on ROI (how much money when) for each project to separate each opportunity by revenue potential per year.

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

1. Number of backers per category per region (bar chart) to profile backers.
2. Percentage of successful campaigns per category/sub-category.
3. Percent funded per category to determine which campaign categories are better accepted by backers.