# Excel Homework -1

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. December is the least successful as well as least popular month to launch a kickstarter. April and May are the most successful.
   2. Kickstarter is a platform primarily used to raise funding for Plays.
   3. Music kick starters have the highest likelihood of being successful.
2. What are some of the limitations of this dataset?
   1. This information doesn’t take into account broader economic factors such as a rise in unemployment. It also does not account for virality, or marketing budget behind campaigns. Additionally, it does not account for product quality. It also does not account for outliers in the data set.
3. What are some other possible tables/graphs that we could create?
   1. Funding percentage by Subcategory
   2. Funding percentage by Category
   3. Funding percentage by Date started
   4. Time to 100% funding by category, subcategory, or Date started.
   5. Success rate by different Goal buckets (i.e. is a, 8,000 goal more likely to be successful than a 44,000 goal)
   6. Average contribution amount by status (to identify if there is a relationship between goal amount and how many contributors to target for success)