**Module 1 Challenge - Excel**

Some conclusions that can be drawn from this data:

* Theater, film, and music campaigns are the most common categories. Their failure/cancellation rate is close to their success rate. These categories may have some of the greatest competition within their categories on whether they succeed or fail.
* Early summer is a successful month for campaigns to run, as June and July had the most successful campaigns over the 9-year sample period, while August had the fewest successful campaigns over this period.
* World music and audio have the highest rate of success in their campaigns, but also the smallest sample size. These genres may have a devoted following that contributes to their success.

Limitations to this data:

* The dataset uses a sample from approximately 100 campaigns for each year over the span from 2010-2019. It is unclear if the samples drawn reflect the trends for each year.
* Most of the campaigns are from the United States, which may skew data away from addressing global crowdfunding trends while also not clarifying what crowdfunding trends are like in the United States.
* The dataset does not note whether the people/companies who started the crowdfunding campaign have previous crowdfunding experience on the Kickstarter platform.

Other possible graphs and tables:

* Compare how many months a campaign lasted with their rate of success. This would explore correlation between the length of a campaign and its success rate.
* Show the success rate of campaigns that were a staff pick and/or had a spotlight. This would show if these features improve campaign success.
* Compare initial funding goal amount with rate of success. This would show if crowdfunding is more likely to succeed with a low initial goal amount.

Backer Count

Looking at the median number of backers better summarizes the data regarding backer count and success rate, as there is a large standard deviation and a large number of high outliers that inflate the mean backer data.

Regarding backer count, there is greater variance in successful campaigns. The success of a campaign is not related to how many or how few backers it has, but there is a minimum number of backers (at least one, though the minimum number in this dataset is 16). There can be a large spread within successful campaigns, but