Excel Challenge/Homework

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UC Davis Data Analytics/ Visualization Bootcamp HW#1

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Most Kickstarter campaigns are considered successful.
   2. The peak year for campaign launches was 2015.
   3. The success rate of Kickstarter was higher in earlier years, but declined after peaking in 2012.
2. What are some limitations of this dataset?
   1. Success was defined as having reached the funding goal for each campaign, but there’s no data to indicate if the projects themselves were successful.
   2. I would be curious to learn why campaigns succeeded or failed. (lack of marketing? Unrealistic? Etc).
3. What are some other possible tables and or graphs that we could create?
   1. Pie chart showing a distribution of funds by category/sub, country, etc
   2. Bar graph showing how short failed campains were to their goal.