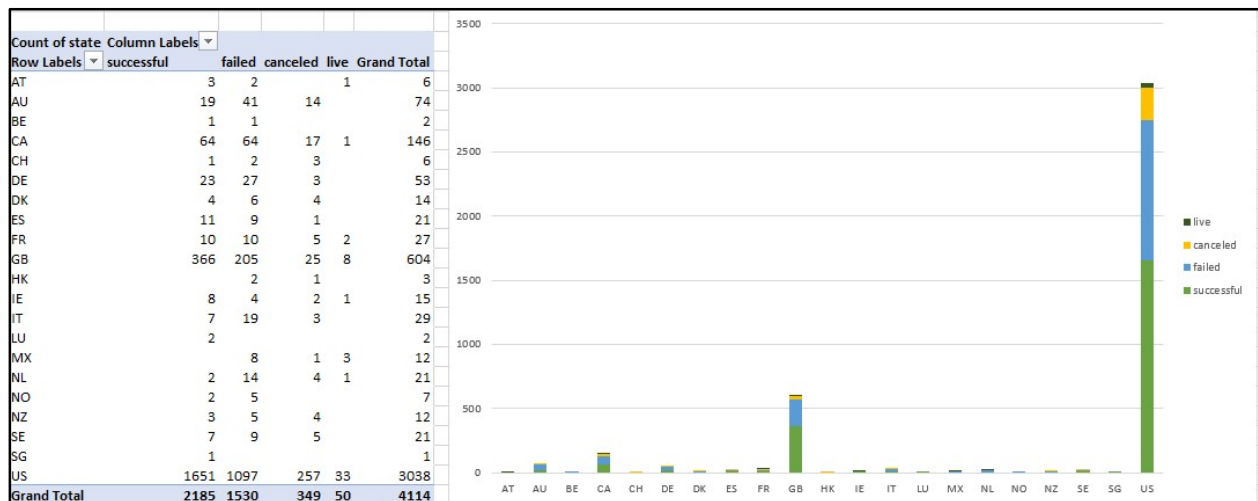


Excel Kickstarter Campaigns Challenge

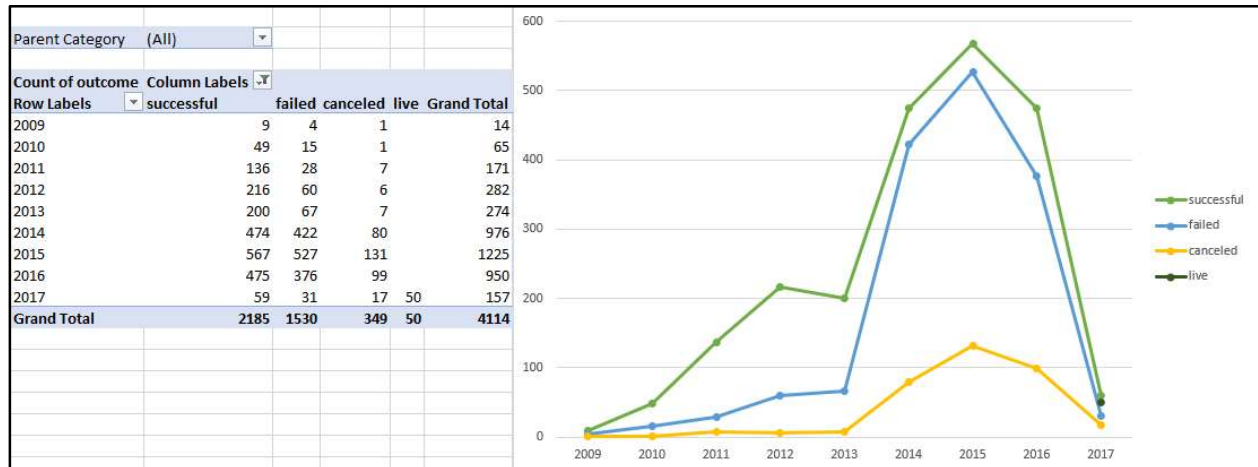
1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
 - i. Pivot table and chart #1 indicate that performing arts categories such as film and video, music and theater had the highest three success counts, while journalism had the lowest.
 - ii. Pivot table and chart #2 show that amongst all subcategories, plays stood out with the most number of campaigns. Plays had the highest number of successes as well as failures.
 - iii. Pivot table and chart #3 indicate that over the years, campaigns started in the month of May attained the most successes and those launched during the spring months (February through April) saw the least failures. So overall, the time period from February to May seems to be the optimal time for campaign launch for the best chance of success.

2. What are some limitations of this dataset?
 - i. Currency varies by country, hence absolute monetary amounts such as goal/pledged amount/average donation should be compared only after conversion to a single currency such as USD (case in point – Bonus question did not specify currency).
 - ii. Final outcome of Live campaigns remains unknown.
 - iii. Includes campaigns launched between 2009 and 2017 only. Trends may be different over longer periods.

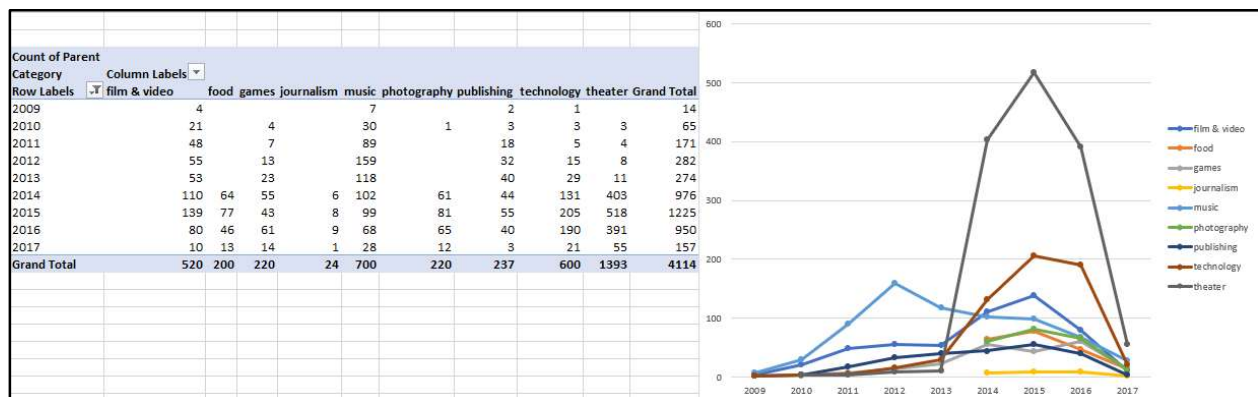
3. What are some other possible tables and/or graphs that we could create?
 - i. Table/graph below shows the number of successful, failed, canceled and live campaigns in each of the countries. US has by far the largest number of campaigns – 5 times as that of Great Britain (2nd highest), and 20 times as that of Canada (3rd highest).



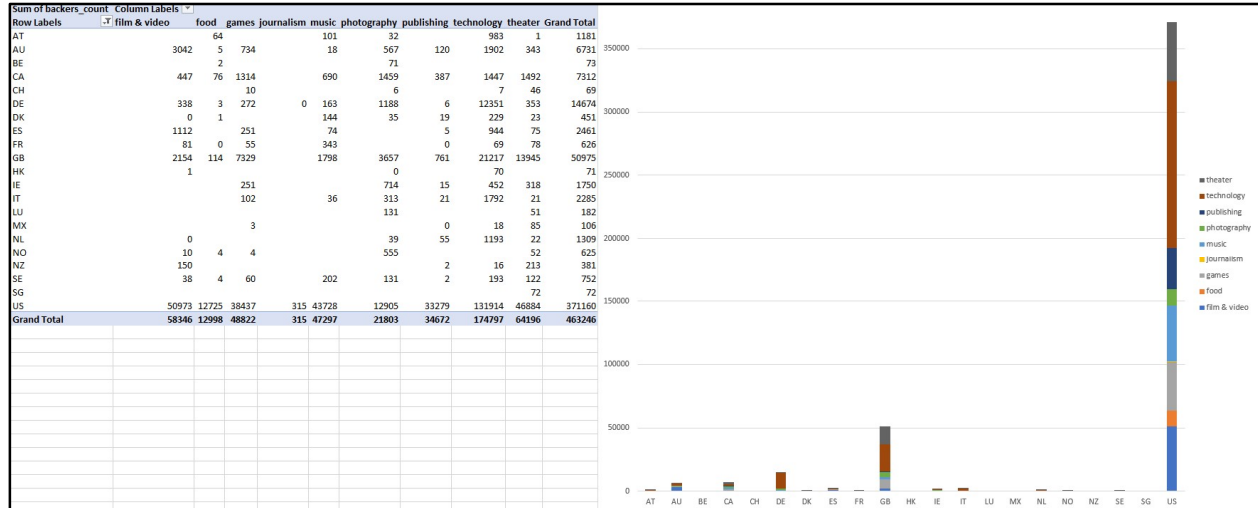
- ii. Table/graph below shows the number of successful, failed, canceled and live campaigns in each year. There was marked increase in the total number of campaigns over three years – 2014, 2015, and 2016. This period saw a sharp increase in the number of successful campaigns, along with a rather proportional sharp increase in the number of failures.



- iii. Table/graph below shows the number of campaigns of each category in each year without getting into the campaign outcomes. A marked rise in film & video, technology and particularly theater campaigns occurs over 2014, 2015 and 2017. There also seems to be no data before 2014 for photography, food and journalism categories.



- iv. Table/graph below shows the number of backers for each category by country. US has the largest numbers of total backers by far. Also, the category with the most backers is technology in most cases.



- v. Table/graph below shows the percent funded (average) for each category by country. US clearly stands out with the highest percentage of initial goal funded. Categories to obtain the highest percentages of initial goal seems to be technology and games.

