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Excel Homework: Kickstart My Chart Questions

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

53% of Kickstarter campaigns are successful.

Campaigns featured on Kickstarter Spotlight will be successful.

Theater, specifically plays, are volatile as they have both the most successful and most failed campaigns.

1. What are some limitations of this dataset?

The dataset does not consider projects featured on social media which may have generated more donations due to the promotion.

The dataset does not consider all project categories. Kickstarter also allows Comics & Illustration, Dance (under Arts), Design (under Design & Tech), Crafts and Fashion (under Food & Fashion).

The dataset does not consider the demographics of project backers.

1. What are some other possible tables and/or graphs that we could create?

Percentage of total backers by category and sub-category graph.

Pivot table comparing difference between date created and date ended (length of campaign) with category/sub-category and state (project status).

Pivot table comparing total or average donation by currency type.