Jake Azus

11/10/20

Excel HW: Kickstart My Chart

**Kickstart My Chart Report**

1. Based on the provided data from each of the pivot tables, three conclusions we can draw about the Kickstarter campaigns are:
   1. Film & Video, Music, and Theater had the largest amount of successful campaigns based on the Category Pivot Table
   2. From looking at the Sub-Category Pivot Table, it can be easily stated that although plays (Theater category) had the largest amount of successful campaigns, they also had the largest amount of failed campaigns.
   3. Based on the Date Pivot Chart Line Graph, it can be determined that the majority of campaigns reached the peak of their successful and failed campaigns from the months of late spring to early summer. The successful, failed, and canceled campaigns experienced a stagnant period for the most part during spring (Feb-April).
2. The limitations of this dataset hinder us from understanding certain relationships within the graphs created from each of the pivot tables. For instance, we are unable to draw conclusions as to why there is a direct relationship between successful and failed campaigns from April to June or July to September. In addition, the limitations of this dataset prevent us from understanding why Theater, specifically Plays, had the most successful campaigns, but also the most failed campaigns.
3. Some other possible tables and/or graphs that we could create is a table that compares average donation to the success/failure state of each type of category and sub-category. This data comparison can possibly provide us with some insight as to why some of the most successful campaigns also had some of the most failed campaigns. Furthermore, we can use the goal amount and pledged amount data to see if that draws any conclusions as to the state of specific campaigns.