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Excel Kick Starter Project

***“Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?”***

1.) Based off this data set, the category with the most successful campaigns was Theater with 839 total campaigns claiming success. Music followed with a total of 540 successful campaigns, Film & Video with a total of 300 campaigns and Technology with a total of 209 successful campaigns. However, Theater did not have the highest success rate. With a whopping success rate of 77%, Music was easily the most successful. Comparing to Music’s success, Theater had an impressive success rate of 60% with almost double the total number of campaigns of Music. Rock and Indie rock carried the most weight for the Music Category’s success. Plays at theatres are what made up most of the Theater category’s success. Film & video had the third highest success rate at 58% with documentaries being their focal point. More than half of the number of total campaigns were successful at 53%. Food and Games had the highest failure rates at 70% and 64% respectively. Apparently, Food trucks were not in-demand or there may have been an equal amount of present competition.

***“What are some limitations of this dataset?”***

2.) One example of a limitation from this dataset is the sample size we were given to use. This analysis is from approximately 4,000 campaigns, when we know there are over 300,000 campaigns representing the entire population of campaigns launched through Kickstarter. Another limitation is the amount of studies from each category of campaign. This limits our results because some categories have a much higher number of campaigns than others. This data is also approximately from 2009 - 2017 which doesn’t represent data from a more current standpoint. One last limitation is the amount of funding some campaigns received compared to others.

***“What are some other possible tables and/or graphs that could be created?”***

3.) Other graphs that I constructed were a Box and Whicker Plot for the Goal column and the Pledged column as a different visualization tool to make sense of data given in each column. Outliers weren’t applied as I was focusing on the bulk of most of the data given. However, they can be applied to see outliers.