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Data Analytics & Visualization

Homework 1: Excel

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

We can conclude that the campaigns are more likely to succeed if the goal is less than $5000, and is a theater project or more specifically, a play and is located in the United States.

2. What are some limitations of this dataset?

We can’t see the median donations, if one large donation was contributed, then it skews the average donation and we also don’t see who is contributing, so it could be interesting to see the demographics there.

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

We could look at the length of time the campaign was active and how much money was raised, length of time of the campaign by the category and sub-category, or the average donation based on the category and sub-category or country, just to name a few.