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GT Date Science Bootcamp

Excel Homework Report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Given the data we can conclude that more Kickstarter campaigns succeed than fail.
   2. Based on the data set provided Theater has the most campaigns with the majority in Plays.
   3. The smaller the campaign goal was the higher the success rate. With a goal of $1000 or less the success rate was 71%.
2. What are some limitations of this dataset?
   1. We have a lot of general information about the different campaigns and what categories they belong to. But if we wanted to go into more detail as to why one specific campaign failed or succeeded over another then we do not have that information.
3. What are some other possible tables and/or graphs that we could create?
   1. We could insert a chart to show the popularity and usage of Kickstarter campaigns over the years. It would reveal how there was only 14 campaigns in 2009 and it grew to over 1000 in 2015.
   2. To show the success rate of campaigns if they were Staff Picks or Spotlighted compared to the ones that have not.