Excel Challenge - JPB

1. Three Conclusions
   1. Theater as a category has by far, the most amount of Kickstarter campaigns
   2. Food as a category has the largest failure rate percentage of campaigns
   3. December is the only month where failures outnumber successes
2. Limitations of Data
   1. Sample size of countries other than US - ~74% of the data comes from the US, the remaining ~26% divided up between 20 other countries
   2. Sample size of data – 482,895 projects were launched as of 4/19/20, the data set we were working with was from only 4,114 of those projects, not even 1% of the data.
3. Other tables/graphs that could have been helpful
   1. Table looking at success rate for a particular category or sub category
   2. Table looking at percentage of funding goal reached for a particular category or sub category
   3. Chart showing success rate of staff pick vs non staff pick campaigns
   4. Chart showing success rate of projects $15k and below vs success rate of projects $15k and above