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Kickstarter Excel Homework

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   1. From the Data provided – it looks like Theater campaigns have the most campaigns on Kickstarter with the greatest number of successful outcomes being plays while - Rock within Theater, had the highest success rate at 100% of the campaigns in that category being funded.
   2. Food Trucks had one of the worst performances with a 100% cancel and failed rate.
   3. Looks like Summer and Holiday months see an uptick in Canceled rates and a drop in Success rates as people most likely shift their spending to vacation and gifts.
2. **What are the limitations of this dataset?**
   1. This is a very limited sample of data – only about 4k campaigns. By their website account they have had 517k launched projects.
   2. Would be good to see how this sample performed to the total number of projects.
3. **What are some other possible tables and/or graphs that we could create?** 
   1. We could pull in the average donation to see which categories have the highest and lowest donors into a pivot.
   2. We could pull in spotlight to see if those that were had better success rates into a pivot or bar graph.
   3. Staff pick would also be a metric we can look at to see if helped success rate as well in a pivot or bar graph.