Written analysis of excel assignment.

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

* When the data is analyzed based on category, theater receives more funding and is more successful than the other projects. It also has the largest failed campaigns. This is followed by music and technology. In addition, technology campaigns are cancelled more than the others.
* When the data is reviewed based on sub-categories, the sub-category, “Play” is sponsored the most and thereby has the most successful and failed projects. This is followed by “Rocks,” which has no failed or cancelled campaigns. Food truck has not been successful, with 120 failures and 20 cancelled. This is an indication that it is best to stay away from food trucks.
* When the reviewed based on the months of the year, there is a sharp decline in successful projects in November/December, during the summer. During the start of the year and in April/May. The chart shows that there is an inverse relationship between successful and failed projects.

1. What are some limitations of this dataset?

* The currencies are not the same, it would be best to convert to the same currency in order to accurately look at the average donation.

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

* Duration – Create charts that are focused on the duration of the campaigns for successful projects as opposed to failed project. Also, the duration of a project before it is cancelled.
* The effect of staff picked projects – to determine if there are any relationships to the project being successful.