Jeffrey Hoffman

**Excel Challenge -** report answering following 3 questions:

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
2. *US campaigns had the most successes*
   1. 76% of the successful campaigns were US based
   2. US & GB have similar overall success/fail percentage rates within their country campaigns
3. *The category with the best chance of success is Music*
   1. Approx 77% of US Music campaigns were successful (vs 17% of US Music campaigns that failed)
   2. Approx 38% of overall successful campaigns were Theatre (vs 25% for Music),however approx 32% of overall failed campaigns were Theatre vs 7.84% overall failed Music campaigns
4. The Music subcategory with best chance of success is Rock with 240 successes and 0 fails
   * 1. The 2nd most successful Music subcategory is indie rock with 180 successes and 20 fails
5. **What are some limitations of this dataset?** 
   1. US campaigns had 5x # of campaigns vs the next highest country
   2. The campaign goal amount may influence the success rates
      1. Approx 70% of campaigns with goal < $1000 were successful vs approx 19% of campaigns >=$50000 being successful
   3. Most of the campaigns were between 2014 - 2016 - if there was something in those specific years that would influence the data set (natural disasters, etc)
6. **What are some other possible tables and/or graphs that we could create?**
   1. Pivot table with variables of State and Staff Pick filtered by country, category
   2. Pivot table with variables of State and Spotlight filtered by country and category
   3. Line graph of season of the year with success/fail rates
   4. Success/fail rates by goal amount & # of backers