Jenish Jariwala

Excel Challenge Homework 1

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**Analysis Report**

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

* Based on looking at the successful campaign by filtering **successful** state of the campaign, I drew a conclusion that out of all the successful campaigns listed in the category, theater and music were the most successful compared to the rest. Theater and music campaigns performed well throughout and were more consistent. For example, theater and music campaigns were all funded above 100% with one of the theater campaigns being funded the highest at 6500%. Now on the other side, let’s talk about the **failed** campaigns. Jazz and faith failed at 0% fund raised which gave them 100% failure rate.
* The category success and failure did not tell the whole story. After doing more analysis and filtering more data, I stumbled upon the sub-category and saw that not all campaigns failed 100%. Based on the goal and the money pledged, I found out that sub-category **plays** came close to succeeding. I analyzed that when **plays** had smaller scale goal to reach, it came close to succeeding and reaching that goal to become successful campaigns. And a great example of that is when **plays** sub-category had 86% goal completed but came 14% short of reaching the goal when it had smaller goal to reach from 06/13/2016 to 7/11/2016.
* The trend I noticed throughout the data was that when campaigns had to reach smaller goals, they were either successful or came close to reaching the campaign goal. Now it was the opposite with campaigns that had to reach higher goals. Campaigns that had to reach the higher goals either succeeded with flying colors or completely failed.

1. What are some limitations of this dataset?

* When it came to limitations of this dataset, the inconsistency in **dates** range of the campaign is not sufficient. The date span of the campaigns was not for long span of time. For example, if a campaign of **plays**, I mentioned earlier in my reportreached 86% of the campaign goal**,** were to go for 6 more months, would it succeed with flying color or still fail coming close to the goal?
* The goal target of campaigns was all over the place throughout the dataset compared to the pledge amount. While analyzing the data, many campaigns had no chance to succeed due to large amount of goal to reach.

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

* With **dates** data, longer span of time of a campaign would have helped better analyze the campaigns success rate with more clarity.
* The goal target should be smaller compared to the data provided. That way with more time span added, campaigns will be able to reach the goal.