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01-Excel Written Report

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

* Based on the data given, a little over 50% of the Kickstarter campaigns launched were successful.
* Most successful Kickstarter campaigns are from theater, mainly plays.
* Most failed Kickstarter campaigns are also from theaters and again, mainly plays.

1. **What are some limitations of this dataset?**

Some limitations to this dataset could be:

* There could be some incomplete data – in the table that shows all the Kickstarter campaigns over the time frame of the dataset (Sheet 4) there may be some missing data for failed campaigns in categories like theater, food, and music.
* The reliability of the data gathered could be inaccurate. Not sure how this information was gathered but the numbers could also be fabricated. What are the sources of this data and are they reliable?

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

Some possible tables that came be used is maybe goal vs amount pledged for each category/sub-category. Another could be the number of backers for those categories as well.

One graph that comes to mind is the pie graph. I think seeing things like the percentage of which category makes up this dataset could show me a bigger picture of what I am looking at.