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Data Analytics BC

StarterBook Excel Questions

1. The first conclusion we can deduct from the data are that music-related KickStarter campaigns experience greater success by volume than any other category. Another conclusion we can arrive to is the fact that journalism experiences no amount of success with any of its campaigns. A final conclusion can be made with the theater category launching the most campaigns regardless if they succeed or fail.
2. One noticeable limitation is the data set considering currency type. This being the case, currency type doesn’t appear to reach its full potential in showing a plausible relationship.
3. I would consider including a conversion column that adjusts for the difference in a single monetary unit for that currency. A line chart that includes the adjusted monetary unit for that currency can be made. Maybe then a more significant relationship can be made of the currency type and how some projects meet their goals faster than others.