Excel Homework: Kickstart My Chart

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. The category with most successful campaigns was theater.
3. The most successful month where campaigns were created was May.
4. Campaigns with a goal of less than $1000 had the highest success rate out of all projects in specific goal cohort.
5. What are some limitations of this dataset?
6. The mistake to draw meaningful correlations if trends are observed in columns that aren’t related.
7. The decision to use of outliers or exclude them
8. Lack of normalization
9. What are some other possible tables and/or graphs that we could create?
10. Calculate average time between deadline and launch date of successful campaigns to figure out most successful timeline for future campaigns
11. Calculate which country had the campaigns with the largest pledge to see which country is willing to spend most money for future campaigns deciding where to establish
12. Calculate if there’s a trend between staff pick and state and compare to spotlight and state to see trends apparent.