Homework 01 – Excel

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

Theater, Music, and Film & Video are the only categories that have more successful rate than failed. Food category seems to have the highest failed rate.

Of all the subcategories, Plays has almost 5 times as many projects in place, of which roughly 70% of them are successful.

With exception of 2012 and 2013, April seems have the highest growth in the launching of successful fund raiser, and the December has the highest decline. In most years, funding for successful projects nears or reaches its peak in the 2nd quarter.

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

I think how well the economy is doing has a big impact on people/company making donations. So, the comparison without that aspect may not be fair in some cases.

I did not see other limitations. I thin this is well designed collection of data.

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

In relation to Question 2, comparison of backer count or fund raised by year may be helpful.

The table and graphs are focused on the state and number of crowdfunding launched, but not on the amount of fund raised. For example, Technology is the category highest fund was raised, but it is not reflected on the table and charts.

Crowdfunding with smaller goals are easier to be met than those with large goals. Tables of successful/failed/canceled state by categories for different range of goals may be helpful.

Duration of each project vs how much was raised in that period may be helpful.