**DATA ANALYSIS REPORT – Excel Homework**

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
2. Theatre was the most funded category of the Kickstarter program with Journalism being the least funded and also least successful.
3. Data shows that as the goal amounts increased the percentage of success for the campaigns decreased and the higher goal amounts also produced the higher number of programs canceled.
4. The number of successful campaigns peaked in May and begun a steady decline throughout the rest of the year with campaigns in December seeing the lowest number of successes.
5. **What are some limitations of this dataset?**

The data is skewed heavily towards theatre which has almost twice as many campaigns as the second highest category music. A more equal data set will allow us to properly analyze how successful or unsuccessful the campaigns are per category.

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

We could create a pivot table to see the relationship between the length of the campaigns versus their success rate.

We could use a bar/column graph to show the trend of what was pledged versus the goal amount.

We could use a scatterplot graph to trend the relationship between the failed and canceled campaigns to the goal amount for the campaigns.