**Name:** Josh Seymour

**Assignment:** Excel

**Background:**

Over two billion dollars have been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the over 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Since getting funded on Kickstarter requires meeting or exceeding the project's initial goal, many organizations spend months looking through past projects in an attempt to discover some trick to finding success. For this week's homework, you will organize and analyze a database of four thousand past projects in order to uncover any hidden trends.

**Questions:**

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. As the Goal of the project increases, the percentage of “Successful” projects decreases **(source, Bonus Chart)**
   2. Theater projects are the most successful types of Kickstarter projects **(source, Pivot 1\_Category Count)**
   3. Of Theater projects, Plays are the most successful **type (Source: Pivot \_Sub-Cat Count)**
   4. Projects didn’t start going “Live” until 2017 **(Source: Pivot 3\_State by Month)**
2. What are some of the limitations of this dataset?
   1. The dataset limits the country to the abbreviation, which could cause confusion as to what country it is meant to represent. It could be great if the actual name of the country was provided.
   2. The data is limited to 2017, which is when projects appeared to start going live. Would be interesting to see if the number of live campaigns continued to grow beyond March 2017.
   3. It’s unclear what “State” means. For example, there are Live projects that never hit the Goal, and cancelled projects that more than exceeded the goal. The data doesn’t provide any rational for what the “State” of the project means.
      1. Is there progression between states (e.g. successful 🡪 live) or are they independent of each other? Would be helpful to have a reason for the state.
   4. Not all projects name/blurb are in the same language (e.g. Bisagra Teatro: Foro Multidisciplinario), which can make it challenge if trying to get a greater understand of the purpose of the project (e.g. raise money, support, etc.).
3. What are some other possible tables/graphs that we could create?
   1. Kickstarter State, by Country – Creating a chart to allow the user to look across all countries, by category and state, would allow for them to see if there are some countries that are more successful in certain categories. Also, it could help them see what category some countries have a high project rate in (e.g. theater, food, etc.).
      1. Pivot Table Fields:
         1. Filters: Country
         2. Columns: State
         3. Rows: Category
         4. Values: Count of State