**Homework #1 – Excel Homework: Kickstart My Chart**

**Jenni Davis**

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

* Of the 4114 Kickstarter campaigns provided for this analysis, approximately half of the campaigns were successful, and majority of successful campaigns fall into categories of entertainment that the backer may benefit from directly.
* The concept of crowdfunding via Kickstarter campaign appears to be more popular in western cultures and there appears to be more campaigns in the US than any other country. Therefore, success of a campaign could be dependent on the country that the campaign has been launched.
* Campaigns maintain a consistently high rate of success throughout the year except around the holiday season.

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

* There is a data point for “blurb” that provides a shortened version of a campaign’s backstory, but what about the power of promotion and influence? There has not been any information provided about whether influence, either through social media platforms, internal support, or other forms of promotions impacted the state of the campaign. It would be interesting to see the impact of influence by promotions has an impact on overall state of a campaign.
* The popularity of crowdfunding in different countries is not equal. As observed, it appears that crowdfunding is more popular amongst western cultures.

1. **What are some other possible tables and/or graphs that we could create?** 
   * We could create a graph that shows the state of a campaign and staff pick. Assuming the staff pick would have been based on prediction analysis, comparing that data could lead to better prediction methods.
   * We could compare the rate at which campaigns are cancelled and whether some of the failed campaigns should have been cancelled over failing. Or vice versa, we could analyze that data to see how close a failed campaign was to success by its goal and percent funded.
   * We calculated the average donation, but we could analyze it further in correlation to backers count and the overall state of a campaign.