**Excel Challenge Report\_Yuliya Kindziayeva**

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

After analysing the given data about Kickstarter campaigns I came up to the following conclusions:

* Theatre is the most popular category on Kickstarter, taking over 25% of all Kickstarter campaigns with overall success rate of over 50%;
* Music is the most successful category on Kicstarter with over 75% success rate;
* Campaigns launched in May have the highest success rate, while campaigns launched in December have the lowest success rate. The rate of Canceled campaigns is consistent throughout the year.
* Kickstarter Campaigns with the lowest fundraiser goal (less than $1000) have the greatest chance to succeed. There is a strong correlation between campaign' goal amount and its outcome.

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

* The number of campaigns in some categories like journalism and subcategories like art books and world music is too low to make any data analytical conclusions;
* There is no universal currency conversion of campaigns’ goal and pledge amounts, therefore the statistical data is unreliable.

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

* Correlation between duration of campaigns and their outcome;
* Graph that shows campaigns countries of origin and currency;
* Correlation between complains picked by the Kickstarter staff and non picked by the staff and their outcome;
* Correlation between percentage funded and campaign outcome.