01 Excel Homework – Kickstarter Analysis  
Due: January 4, 2021

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

* Campaigns in the Theater and the Music categories were both the most successful and the most popular. Both categories had the highest rates of success (successful vs total campaigns) and the most total campaigns.
* Within the Theater category, Plays were the most popular sub-category accounting for about a quarter of all campaigns.
* May, June, and July saw the most total campaigns launched with the most successful campaigns launched in May. December saw both the lowest number of total campaigns as well as the lowest number of successful campaigns.

1. What are some limitations of this dataset?

* The sample size may not be representative of current Kickstarter projects or campaign trends.
* The dataset does not provide amount pledged per backer.
* Relaunched campaigns are separately listed as new projects, but there is no detail specifying whether a project is a relaunched campaign outside of the “name” or “blurb” columns.

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

* Campaign outcomes by country
* Comparison of campaign “states” between other projects of the same currency
* Graph visualizing relationship between “goal” amounts and campaign “states”
* The graphs covered in this assignment excluding the top category Theater and the top sub-category Plays