Questions

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

**Conclusion 1**

Given the provided data on our Stacked Column chart 1 (**Kickstarter campaign state per category**), the Kickstarter campaigns that was involved in category “Theatre” and sub-category “Plays” had the most amount of campaigns attempted and successfully funded. Following in ranks are category “Music” and “Films & Video”. It seems people are willing to contribute a lot of money to campaigns revolving a

**Conclusion 2**

Projects within category “Music” has the second highest success rate out of all category. Highest success rates out of its category and the least amount of failed campaigns per category. if you were an aspiring music artist between the year 2009 and 2017, who had their own rock band or indie-rock band, Kickstarter would be the platform to investigate.

**Conclusion 3**

Given the analysis the “campaign by month” line graph provides us. Out of all year and categories combined, the month that had the highest success rate was the month of “May” and it seems that during the season of summer somehow enables people to contribute more to projects and thus the rise and steadiness of success rate between the month of April to August.

1. What are some limitations of this dataset?

* The dataset does not give us visibility into what is currently succeeding, failing, or live on Kickstarter. The dataset is only valid between the year of 2009 – 2017. We do not have the data to make any real live assumptions.
* Even though we were able to identify which projects were able to be successfully funded, we do not have real visibility if those projects were able to keep their promise and satisfy its customers.

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

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| --- | --- |
| Tables | Graph |
| Row of Category and sum of pledges given divided into state columns. In order to display this information visual appealing and believable, modifications to the graph to show Data Table will give the viewer a better idea how much actual pledges were given per category and how much of those pledges were in the failed state. This type of information would be good for how much potential funding were lost due to a campaign not reaching its goal. |  |
| Campaigns state (success, failed, live) by Country and put it into a stacked column chart |  |
| Amount of sum pledged by category and then a breakdown of each country. We can determine how much each country pledged per category. This chart can be viewed most perfect at the higher size. This can also work with sub-category substituting category. | * Bar graph * Column graph |
| You could create a scatter spot chart and put the pledged amount in the y axis and the average donation received as the x axis and have each scatter plot or especially the ones that were the most unique have their company name or category. The scatter plot chart shown as here in a very condensed form. |  |

Excel Homework Charts in One place by order

**Stacked Column Pivot Chart 1**

**Stacked Column Pivot Chart 2**

**Pivot Chart Line Graph**

**Bonus Chart**

**Other Charts created**