**Excel Homework: Part 2 - Kickstart My Chart**

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

Three conclusions that can be derived based on the given data are:

1. Theatre is the most popular category between 2009 and 2017, exhibiting the highest number of campaigns launched within the period.
2. The music category has the highest likelihood of success. Of the 700 campaigns launched, 540 were successful, equating approximately to a 77% success rate. Further, removing live campaigns from the analysis brings the success rate up to approximately 79%.
3. Within the music category, the jazz and faith sub-categories have the highest likelihood of failure. All campaigns that were launched and have ended failed.

*What are some limitations of this dataset?*

Limitations of the dataset include:

* The length of time each campaign is open is not uniform. It’s possible that a campaign could have succeeded given enough time.
* The data does not indicate how well a campaign was publicized. Further, there is no information on how many times a campaign was viewed.
* The data does not provide information on backer demographics.
* The data is only for a select number of all projects launched on Kickstarter. There is no indication of how representative the sample set is of the all projects launched on Kickstarter
* The categories are subjective. Some campaigns may fit into several categories or sub-categories.

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

Other tables and/or graphs that can be created include:

* 100% stacked bar graphs to visualize likelihood of success, failure, and cancelation for campaigns within a specific category or sub-category.
* Bar graphs comparing data from different countries to determine where specific categories are most popular.
* Pie charts to determine the distribution of sub-categories within a specific category.