Excel Challenge Data Analysis

1. Conclusions based on the data:
   1. *Theater, Music,* and *Film&Video* are the most common campaign types (i.e there are the most campaigns of these category types). Note: this does not necessarily mean these campaign types are most likely to succeed!
   2. Within the *Theater* category, *Plays* are the most common subcategory type, while the *Music* category has the largest variety of subcategory types. Note: there are several Music subcategories that are 100% successful.
   3. There are more successful campaigns launched earlier in the year than later in the year, though there does not appear to be a correlation between failures and launch rate.
2. Limitations of the data set:
   1. Category and subcategory classification appear to be somewhat subjective –for instance, classification of music into one category or another is probably a self-reported parameter. What one person might consider to be “pop,” another person might consider to be “rock.” This would not affect category totals, just the respective subcategory success percentages.
   2. Campaign funding success rate is partially dictated by the goals set by the kickstarter campaign owner. For instance, if the campaigner sets too lofty of a goal for an item that is unpopular, not competitive with a number of similar campaigns, then there are obviously extenuating circumstances that would describe why the campaign might have failed.
3. Other possible tables:
   1. I think a table comparing “campaign success percentages by category or subcategory type” would be helpful in understanding the data. There are wildly different success rates from category to category, however this is somewhat masked by the large differences in total quantity of campaigns of each time.