Week 1 – Excel home work

Q1) Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

A1) i) 53.11% of the campaigns are successful of which theatre is the major contributor 23.39% followed by music 13.13%

ii) 37.19% of campaigns are failed mainly contributed by theatre followed by technology.

iii) More backers means successful campaign meaning successful campaigns had higher average of backers (195) compared to unsuccessful campaigns (22).

Q2) What are some limitations of this dataset?

A2) i) Missing information about basis of allocating backers to a campaign.