Excel Challenge

1)

* There seem to be a high correlation between the success of a Kickstarter campaign and if the campaign was featured in the “spotlight”. Those being feature having a higher rate of success.
* The USA and Great Britain currencies are responsible for funding 88.5% of all Kickstarter campaigns, and 92% of all successful campaigns.
* The amount of new Kickstarter campaigns has been in decline in the more recent years.

2) Some limitation of the data includes the ability to tell the satisfaction of the product received by costumer A.K.A Backers. Also, longevity of companies that were successful after reaching their pledges. If there are or has ever been repeat companies to use Kickstarter. If any or how many of the Kickstarter campaigns were scams.

3) There are many combinations of factors we can use to create other charts and graph. A few I would like to point out would be as follow. A pivot table containing columns of “state” and rows of “staff picks”. This will tell the success/failure rate of the staff picks and if there is any merit involve in becoming a “staff pick”. One of the table combinations I found the most interesting was having rows of “sub-category” being filtered by “category” with the values of “backers” and “Average Donation”. This will tell us were the money was spent and how much the consumer in these categories are willing to spend.