Excel Homework-Assignment 1 Karista Williams

Due: 2/16/2019

**What are three conclusions we can make about Kickstarter campaigns given the provided data?**

1. *Theatre projects are the submitted the most and they have the highest number of successful(fully funded) projects. There were 1,393 submitted projects, including live projects. Of those 1,393 projects, 839 were successful(fully funded) projects. That is a success rate of 60%.(Although music has a success rate of 77%. Maybe if there were more music submissions, those projects will continue to be successful.)*

1. *Plays, which are a subcategory of theatre are the most submitted and the most successful(fully funded) projects. There were 1,066 projects that were plays, submitted. Out of those that were submitted, 694 were successful. The other subcategories under theatre are Musicals and Space. Their success rates were 43% and 45%. Even compared to all other subcategories, plays, were the most successful at being fully funded.*
2. *Under the parent category, technology, ALL hardware programs were successful(fully funded). There were only 140 projects submitted but 100% were fully funded. Coming behind hardware, Space Exploration has a success rate of 67% of their 60 submitted projects.*

**What are some of the limitations of this dataset?**

1. *You can’t say if they were successful by just looking at their funding. I would like to see more data on how they performed after being funded.*
2. *This is only a subset of all the data. Are we sure that the data was selected fairly and is it a full representation of the whole true data set.*
3. *The data does not tell you anything about the backers of the projects. Who are they to the project? What is the economic status and career. What type of person donates on kick-starter. The audience is important!*

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

1. *I would like to see tables of categories and subcategories that have around the same amount of submissions and the comparison of their failed, successful and cancelled projects.*
2. *It would be important to look at the number of backers amongst those which were successful. There may be a possibility of later failures because of one backer compared to a project that had many backers or vice versa.*
3. *I would like to a table showing the entrance year and the comparison of entrance data to finishing data over the years, not just the month. You could put the years into the pivot table on the rows and create a graph that will show their entrance and performance.*