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Excel Homework Questions

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

* Theatre is the most popular category (1393 campaigns). More specifically, plays are the most popular subcategory (1066 campaigns).
* Campaigns that start with a lower goal (less than 1,000) are more likely to be “successful” (71%).
* The music category has the highest percent of successful campaigns (77%).

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

* Larger sample of each category needed to find significant trends
* Limited diversity in countries represented (consists primarily of US and GB)
* Unknow reasoning behind “canceled” campaigns (i.e. was the campaign canceled due to its lack of donations? If so, it should be labeled as “failed”). If we know why each campaign was canceled, we can then analyze them accordingly.

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

* Success/failure rates for each specific category and subcategory (percentages).
* Correlation between the length of a campaign and its total earnings (with adjustments for currency variation).
* Which category and/or subcategory had the highest average donation amount? Highest number of backers?