Name: Seong-Min Kim

Date: June 26, 2021

HW Due: June 26, 2021

**HOMEWORK 1: excel-challenge**

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

* More than half of the Kickstarter campaigns ended successfully. All of journalism campaigns failed, which could suggest a gradual decrease in funding of this field. Theaters, music, and films & video composed more than half of the total campaigns run by Kickstarter.
* About 25 % of Kickstarter’s campaigns were in theaters/plays. The percentage of successful campaigns in play was about 30 % of all successful campaigns. Based on this, we might succeed in discovering a trick for finding success if we learn the tricks of theater/plays people.
* The total of campaigns launched in each month seems consistent. Based on the given data, it is hard to tell if there’s any trend in time.

1. What are some limitations of this dataset?

* This dataset fails to provide any percentage values that could’ve been easier for us to read and interpret the data. For example, the percentage of successful campaigns of plays out of all successful campaigns could’ve been easily calculated by doing “=694/2185,” and of all campaigns by doing “=694/4114.” That way, we could understand the data at one glance, instead of going back and forth on grand total numbers.
* This dataset fails to provide other factors that could’ve influenced the state (successful, failed, canceled, etc.) of a campaign. For example, how long did each campaign last? How much did each campaign raise in a month? Any events that a campaign held to meet backers and raise donations? If so, how many times did each campaign hold?

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

* A graph that shows the count of state on y-axis and date created conversion in years on x-axis could help us identify some trend of successful campaigns over time.