**Excel Homework Questions – Kirk Leverone**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The subcategory of Plays have by far the most Kickstarter Campaigns.
   2. December is a bad time to launch a Campaign
   3. Animated Films have a 100% failure rate for the given time period and probably shouldn’t use Kickstarter.
2. What are some limitations of this dataset?
   1. It’s time bound (no data after 2017)
   2. Data on how many people viewed a campaign would be useful (e.g. looking at conversion rate of viewer to backer)
   3. Would be useful to have more transaction level detail of pledges to be able to look at things like Median and Maximum to answer questions like “Did this campaign succeed primarily due to a small number of high dollar backers?” Average gives some indication, but is incomplete.
3. What are some other possible tables and/or graphs that we could create?
   1. Average Donation Size by Category/Sub Category/Time Period
   2. Total Donations by Category/Sub Category/Time Period
   3. Correlation between size of goal and whether or not successful (Edit: I wrote this before reading the Bonus which does exactly this)
   4. Look at length of time from Created to Ended correlation with whether or not successful