Homework 1: Excel

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

From Pivot Chart 1: Of the categories given, theater has the greatest amount of Kickstarter campaigns while music has the greater amount of successes based on the total amount.

From Pivot Chart 2: In the United States, while plays have the most Kickstarter campaigns, documentaries and rock music have a 100% success rate.

From Pivot Chart 3: May is the best month for Kickstarter successes while December is the worst month (failed campaigns outnumber successful ones).

1. What are some limitations of this dataset?

One limitation is that it is difficult to easily identify outliers based on how we formatted the charts and table.

Another is that we have no background knowledge based on the categories analyzed. Factors such as how well the campaign was put together, advertising, and how it was received can influence success and failure.

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

One possible table/graph would be to see the percentage breakdown by category to see which has the greatest chance of success.

We could also create bar charts to compare country data side by side with other countries rather than stacked columns.