# Excel-Challenge

## Given the provided Data, what are three conclusions we can draw about Kickstarter campaigns?

1. Primary Categories:
   1. Music category Kickstarter projects seem to have a high success rate.
   2. Food category projects have a high failure rate
2. Secondary Categories:
   1. Plays are by far the most popular category and have above a 50% success rate.
   2. All the rock, hardware, and documentary subcategory projects were successful.
3. Timing
   1. Kickstarter projects do not really do that well in December. I wonder if people don’t have much discretionary spending left after the holidays.

## What are some limitations of this data set?

1. It would have been nice to have information about the people / companies that were launching the Kickstarter projects. Some interesting data would be:
   1. Prior sales: how many years on market,

## What are some other possible tables and or graphs that we could create?