Kyle Patrick

01-Excel-Challenge

1. Theater is the most frequent parent category and plays is the most frequent sub-category campaign. Music is the most successful parent category if you look at % of successful campaigns. Food & Food trucks failed the most out of any category and sub-category
2. A factor that is not considered in this data is the quality of content for each campaign. One campaign may be nicely presented with a video promo, graphics, etc., while another could just be a photo.
3. We could show a bar chart with % of successful campaigns per category in order to easily visualize. Also, we could do some analysis about the daily # of backers and daily amount pledged based on the campaign length. Also, it might be interesting to see if having the campaign as a staff pick had any effect on the outcome.