Kickstar Campaign Report

**3 Observations from the data provided**:

1. Lot of campaigns were launched in summer compared to winter and a huge number of them came out to be successful too.
2. As the goal amount increases, the success rate has higher chances of dropping which results in more campaign failure or cancelation.
3. Campaigns that revolve around technology have a higher chance of being canceled, especially in the U.S

**Limitations of the dataset**:

1. The dataset has different currencies, but the goal amount is compared equally among the campaigns. There should be additional column having all the amounts (Goals) in just one currency format for an equal value comparison.
2. The deadline and launched date should be in the readable date format.
3. The Goal and Pledged columns should be in the accounting format for a better readability. The commas help read the amounts better.

**Possible Data Graph that could have been created**:

1. Using the COUNTIFS() formula, count how many successful, failed, and canceled projects were created with Number of Backers within the ranges : 0-250 , 250-500 , 500-1000, 1000-3000, 3000-6000 and Greater than or equal to 6000.
2. Calculate and compare all the different categories (films and video, music, food etc.) that had their funding exceeded their goal amounts.
3. Using a line graph compare average donations across the various sub categories (animation, musical etc.).