Excel-Challenge Report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * Kickstarter campaigns in the journalism category appear to be the least likely to be successful. All 24 of the journalism campaigns were cancelled.
   * Kickstarter campaigns in the music category appear to be the most likely to be successful. 540 out of 700(77%) of music campaigns were successful.
   * Campaigns created in December appear to be the least likely to be successful. Only 111 out 252(44%) campaigns started in December were successful.
2. What are some limitations of this dataset?
   * We don’t know why some of the campaigns were cancelled. Could those campaigns have been successful if they weren’t cancelled or were they cancelled due to lack of donations and they ultimately would have failed.
   * We don’t know how the campaigns were marketed outside of just using Kickstarter. Were the successful campaigns more aggressive and proactive in getting donations than failed campaigns?
   * We don’t know the exact locations of the campaigns other than country. There could have been categories that were more prominent in more charitable locations/cities.
3. What are some other possible tables and/or graphs that we could create
   * We should look at number of days the campaign was active and compare that to the likelihood of the campaign being successful.
   * A chart that shows average campaign cost per category would be helpful to show if the goal of the campaign had an impact.