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Excel Starter Book report

1. Three conclusions about Kickstarter campaigns from the data set:
   1. 53% of Kickstarter projects are successful, 45% of projects either failed or were canceled.
   2. The most successful project sub-categories are in plays, rock, documentary, indie rock, and hardware categories by quantity, respectfully. The most failed projects are in plays, wearables, food trucks, animation, video games, and drama sub-categories. Ironically plays sub-category has the most failed as well as most successful projects by quantity.
   3. If you want a successful project, the best month to launch is in May according to the numbers.
2. Limitations of the dataset: limited number of projects’ data (~4,000), and perhaps proportions of categories of projects is not accurate – would have to be investigated.
3. Other tables/graphs that could be created are tables and graphs describing percentage of funding secured compared to goal for each category, graphs filtered by year instead of month, graphs depicting different numbers of backers by category, etc.