**Part I**: *Conclusions drawn from Kickstarted project based on the data provided*

1) Most popular category is theater and sub-category is plays.

2) Among different states of the projects maximum count is of successful projects. So, the ratio of successful projects is more than any other project state with the provided data.

3) Success ratio varies with goal range but the variance in percentage failed and percentage canceled are relatively negligible.

4) Productivity is more during summers as count of outcomes is more during May-July in Launch date outcomes sheet.

**Part II:** *Limitations of the data set*

The data set provided is not a complete data set and so analysis might not be accurate. Also, calculations using excel may result in unexpected results and it is hard to figure out these issues or errors.

Also, it will be rather easy to code some of the stuff being done using formulas in excel in this worksheet. Excel formula’s and conditions becomes quite complex with multiple conditions like if-else statements or multiple count-ifs as used here. These look organized and structured when we use some coding language.

**Part III**: *Possible tables and/or graphs that can be included*

* We could analyze the state of the campaign country wise using pivot table and see which country has maximum successful (or failed etc.) projects using country vs state pivot chart. We can use clustered chart to analyze the trends further.
* We could categorize the projects under category and/or sub-category and check the state against the project names under a category and/or subcategory using pivot tables (with rows (Category and/or sub-category and name), column (state) and field value (count of state)). To analyze further we could use histogram chart to see the contribution across the different states.
* Also, to check which percentage funded were more successful (or failed etc.). To do this we could add a column “Percent goal range (<100, 100 -200 and >200). Analyze the trends using line chart to analyze the trends
* We could see how long the projects took for completion using the columns Date Created conversion and Date Ended Conversion columns and then plot it in a pivot table to analyze the information.