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Data Analytics Boot Camp – Lesson 1.2 Excel Assignment

Unit 1 Homework Assignment: Kickstart My Chart

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| Q# | Question & Answer Below |
| 1. | **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?** |
| a. | Of the listed categories, over 53% were successful and over 45% were cancelled or failed. Generally speaking, the latest trend and odds of having a campaign funded on Kickstarter may be viewed as 50/50. |
| b. | At a glance from the Pivot\_Category tab, the most succesful campaigns were in Theatre, Music, and Film & Video. In contrast, the more unsuccessful campaigns were Theatre, Food, and Film & Video. |
| c. | According to the Sub-Category tab and Pivot Table, Plays clearly had the most succesful and most failed campaigns. |
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| 2. | **What are some limitations of this dataset?** |
|  | Only the latest 4,000 projects were sampled, compared to the over 300,000 launched by KickStarter according to the data provided.  The dataset provides funding information, but not whether or not the campaign was succesful after funding. |
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| 3. | **What are some other possible tables and/or graphs that we could create?** |
|  | Another possible table would be to display which Category & Sub-category received the most support, say in excess of 200%. This would target and display categories that received support, which clearly exceeded expectations.  A pivot table to show the period of time it took the campaigns to be funded would also be useful. |

END