**HOMEWORK Excel Report - Kickstart My Chart**

Due Saturday, April 20

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**1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

A.      From the first pivot table, it appears that the most successful projects tend to be theater projects and the most failed and canceled projects tend to be technology ones.

B.      From the second pivot table, it appears that plays tend to be the most successful campaigns. However, plays also account for the most failed projects. Overall, plays are the most popular type of project on Kickstarter.

C.       From the third pivot table, it appears that most successful projects are created around the beginning of May.

**2. What are some limitations of this dataset?**

In this analysis, we do not compare the actual goal or the pledged donation for each project. Besides calculating the average donation, the analysis only looks if the project succeeded, failed, canceled, or still in progress. Additionally, the kickstarter table has a column called staff pick and spotlight, but neither are utilized in the analysis.

**3. What are some other possible tables and/or graphs that we could create?**

One potential table or graph is utilizing the staff picks data to compare and understand which project category and subcategory gets the most staff picks. We could also create a table to find out which categories and subcategories made it to the spotlight. A third graph we could make would compare which countries had the most expensive to least expensive projects.