Data Science & Visualization – Excel Homework

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   1. A plurality of campaigns were for theater projects, while the highest probability of success was for music projects. This is probably due to musicians / groups having popularity and support even prior to their campaign launch, versus a food campaign, where the campaigner is likely unknown prior. Within music projects, the probability of success varied greatly depending on the genre / subcategory.
   2. Campaigns were most common in January and early summer (May-July). This may be due to New Year resolutions for January, and students leaving school in the summer (this is speculation).
   3. Subcategories are a good indicator of the likely success or failure of a project. 68% of subcategories failed or succeeded 80% of the time or more.
2. **What are some limitations of this dataset?**

* There are various currencies, which, due to their varying strengths, does not provide an apples to apples comparison for projects. Currency values shift all the time and thus we can’t get a definitely accurate figure for the value of each currency at the time it was pledged.

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

* The easiest way to contextualize this information is to create success and failure percentages. This will enable someone to determine rates based on ‘Country’, ‘Staff Pick’, and ‘Spotlight’.