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Excel HW 1

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Subcategory of rock seems to succeed at a higher rate than other.
   2. Theatre and music are the most popular categories, so if you can stand out in those then you are more likely to receive a high amount of traffic.
   3. December has a huge dip in successful projects. Likely due to expendable income being short around holiday season and so less projects wanted to compete with that. And it seems that the failure rate stayed consistent despite the drop in overall project number, supporting this conclusion.
2. What are some limitations of this dataset?

While this data may provide overall statistics like how many projects were funded in December it doesn’t specify what the successful projects did to set themselves apart from the competition.

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

Instead of bar graphs that do counts we use bar graphs based on percentages. That would allow us to see the categories most likely to succeed rather than highlighting the ones that simply had the most projects.