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**Homework 1 – Excel**

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**

Projects from US represents 74% of all projects in Kickstarter, followed by Gran Britain (15%) and Canada (3%).

Considering all countries together, projects in Theater and Music category are the most common ones and the percentage of successful projects in these areas is greater (77% of success in Music and 60% success in Theater). US alone follow the same rule.

Considering only GB projects, Theater projects are the most common ones, but Theater and Music category share almost the same rate of success (72% and 74%, respectively).

Analysing sub-category data, there are some interesting facts:

* In film&video category, 100% of documentary, shorts and television were successful, while 100% of animations and dramas failed
* 100% of tabletop games were successful, while 100% of mobile games and videos games failed
* In music category, 100% of classical, electronic, metal, pop and rock music were successful, while 100% of jass music failed
* In publishing category, 100% of nonfiction and radio/podcasts were successful, while 100% of children's books and fiction failed
* 100% of hardwares were successful, while 100% of gadgets failed

Considering all categories, best months to create a project in Kickstater are February to May, when the percentage of success is greater than 55%.

For film& Video, best months are March and October (69% success)

For Theater, best months are Feb, Aug and Nov.

Companies from which the goal was less than $5000 have more than 50% of success rate, and the rate of success grows as the goal decreases.

1. **What are some of the limitations of this dataset?**

The reason for being successful or not is not described. Maybe the group could have given up the project, and data does not show that.

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

Besides creating pivot tables with number of campaigns that were "successful," "failed," "cancelled," or are currently "live" per category or sub-category, I have created pivot tables with % of "successful," "failed," "cancelled,", which is more informative when considering the total number of projects in these areas.

We could explore percent funded per country, and percent funded per category, to verify which kind of project people are willing to donate more money, and where.