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Assignment #1 – Excel Challenge

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

* The Theater industry is the most popular and the also most successful according to the data. It’s important to note; however, that 35% of its total has failed. Plays are the most common in this category.
* Journalism is the less common and all projects have been canceled.
* December and January are the months where projects are less likely to be successful. Best months to invest are April and May, according to the data.

1. What are some limitations of this dataset?

Data needed additional work and manipulation for analysis. Also, I’d suggest it’s missing additional context to really compare and utilize some of the columns. For example, it is not very clear what the purpose of “spotlight” is in this context.

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

* Staff picks (preferences)
* Backers count
* Average Donations.