Week 1 – Excel

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Kickstarter Homework Questions

1. What are three conclusions that can be made from given data?
   1. From 2009 to 2015, the amount of successful campaigns is on an upward slope. There is a slight decrease in 2016, and then a sharp drop off in 2017. This same trend is observed with the amount of failed and cancelled campaigns.
   2. The most successful campaigns are those relating to theater. The least successful are those to do with publishing and games.
   3. Campaigns with less than 150 backers tend to have higher rates of success.
2. Limitations of data set
   1. There is no explanation of how a campaign receives a staff pick or spotlight.
   2. No reasons are given to explain cancellations.
3. Other possible tables/graphs
   1. Bar graphs can represent counts, such as backers, state, etc, over time.
   2. Scatter plots can represent goal vs. pledged amount to illustrate if campaigns generally reached their goals.
   3. Pie chart can represent the percentage of each category.