**Excel Challenge Report**

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

1. **The vast majority of Kickstarters occur in the US**  
   The greatest number of kickstarters occur in the US (3038 out of the 4114 sampled, 74%). The next country with the greatest number is Great Britain but it is significantly less than the US (604 out of 4114, 15%).
2. **The kickstarters for Music are most successful, the Kickstarters for Food are least successful**  
   The highest proportion of successful kickstarters fall within the Music category (540 out of 700, 77%). The highest proportion of failed kickstarters fall within the Food category (140 out of 200, 70%).
3. **Kickstarters are most successful in May and least successful in December**  
   The number of successful kickstarter campaigns peaks in May, likely because tax returns are distributed that month and people have more expendable income. The number of successful kickstart campaigns drop significantly in December, probably due to the holiday season when people spend money on gifts and don’t have any extra expendable income.

What are some limitations of this dataset?

1. **The vast majority of Kickstarters occur in the US**

The sample may be biased. Subjects that are popular and successful in the US may not be in other countries and vice versa.

1. **Kickstarters require internet access**

This means they are limited to areas with tech availability. The data may not be representative of all countries, economic statuses, racial backgrounds, etc.

1. **Kickstarter is just one of several fundraising websites**

There are other fundraising websites (ex: IndyGoGo, Fig, etc.) that may cover different niches of interest and have different datasets.

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

1. **Percent Funded x Category (Bar Graph)**

Some kickstarters are over-funded (Amount Pledged > Goal). Do certain categories tend to be over-funded? Do certain categories tend to be under-funded?

1. **Length of Campaign (Date Ended – Date Created) x State (Line Graph)**

Does the length of the campaign affect whether the kickstarter succeeds or not? Do longer or shorter campaigns tend to be more successful?

1. **Average Donation x Category (Bar Graph)**

Do successful campaigns tend to have larger or smaller average donations?