**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, so the sample may be biased.
2. Kickstarters require internet access and are limited to areas with tech availability.
3. The dataset only goes to March 2017, trends could be different now as internet access and culture spreads and becomes more widely available.

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?