Homework 1 / Excel

*Given the provided data, what are 3 conclusions that can be drawn about Kickstarter campaigns?*

* The percent of success of a project is higher when the goal is lower; conversely, the percent of success of a project decreases as the goal increases.
* Cancellation rates increase as the amount of the goal increases.

*What are some limitations of the provided dataset?*

* Different currencies are used, which could affect the analyses based on goals and pledges
* Some projects might be included in multiple subcategories (e.g. television could also be included in animation)
* There is no information about how close a project may have already been to completion before the kickstart campaign was begin

*What are other possible tables/graphs that could be created?*

* A table that includes currency conversion to provide better basis for comparison of goals/pledged amounts
* A trend of types of projects over time in each country
* A table to compare success/failure of projects with staff\_pick and spotlight fields to determine if these appear to affect success