EXCEL HOMEWORK

1. Given the campaign data, we can make several conclusions depending on how we chose the view the data. Three conclusions I found were (1) the higher the goal amount was, the more likely it was to fail; (2) there were some categories that were more successful than other (i.e, film & video, music, and theater); and (3) there seemed to be a drop of kickstarters during the month of December.
2. Some limitations I found in the data were some categories had much more data than others. For example, there is almost no “journalism” data and all 24 campaigns were cancelled. It is hard to compare the category to the others because there is so much less data. Another limitation is we do not know why some of the campaigns were cancelled. It would be interesting to add another column with reasons why they were cancelled.
3. There are any number of different tables or graphs that we could make with the given dataset. I think it would be interesting to see how many of the categories were successful given their initial goal. Another interesting chart would be the number of backers vs if the campaign was successful, failed, or cancelled, to see if there is a strong correlation between a larger number of backers and successful campaigns.