**01-Excel Homework answers – Melanie Nolker**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. The most popular category of a campaign to raise funds in Kickstarter is ‘theater’.
3. Campaigns under the category ‘music’ have the highest success rate.
4. There is a seasonality to successful campaigns (peaks in May, dips in Dec)
5. What are some limitations of this dataset?
   * Is the sample set of 4,000 campaigns an accurate representative sample set of the 300,000 total campaigns by category? If not, could skew results given the variability of success between categories of campaigns.
   * Only measuring data from one type of one crowdfunding service
   * Other factors impacting Kickstart campaign successful state (ie outside marketing) not captured in data provided that could be drivers of success of a campaign.
6. What are some other possible tables and/or graphs that we could create?

* Graph based on Average Donation amount to find if campaigns are more successful based on how large the Average donation is.
* Graph based on Country to find if campaigns are more successful from certain countries.
* Graph based on staff\_pick to find if campaigns are more successful based on how many staff\_pick = TRUE.
* Graph based on spotlight to find if campaigns are more successful based on how many spotlight = TRUE.
* Graph based on total goal amount to find if campaigns are more/less successful based on how large the campaign is.