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Excel Homework #1

What are three conclusions we can make about Kickstarter campaigns given the provided data?

* Majority (53%) of kick-starters were successful
* Least successful sub-category (with 100 cancellations and 60 failures) is ‘web’
* Kick-starters seem to be the most successful in May, June and February (in descending order). This could be due to pre-holiday or holiday month surges (Veterans Day, pre- 4th of July, Valentines Day).

What are some of the limitations of this dataset?

* Averages are not weighted, may have helped to have a min/max from the donations
* “Staff\_Pick” and “spotlight” are not defined
* Also does not show rate at which campaign gained money
* Currency should be standardized

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

* One that filters category/subcategory on the row labels
  + Example:
    - Category
    - > Subcategories
* Graph category v. percentage of completion
* Graph country v. percentage of completion