**MONASH DATA BOOTCAMP EXCEL HOMEWORK**

Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* Category Theater has the biggest number of tracked projects, accounting for about one-third of all projects in the dataset. Meanwhile, category Journalism has the least number of projects with only data on the cancelled ones. Categories Theater, Music and Film & Video have the largest number of successful projects among all categories. Category Theater also has the largest number of failed projects. Technology category has the highest number of cancelled projects. Food, music, and theatre are the only three categories having data on projects currently live.
* Subcategory Plays has the highest number of studied projects, making up about a quarter of all projects. Subcategories Plays and Rock have the largest number of successful projects. Subcategory Plays also has the largest number of failed projects compared to other subcategories. Subcategories web, wearables and science fiction have the biggest number of cancelled projects.
* There is a surge in the number of studied projects in 2014, 2015 and 2016. The number of failed projects spiked above 80 in mid-2014 before continuing a downward trend to early 2017. The number of successful projects tends to slightly drop around year-end periods.

What are some limitations of this dataset?

* It is unsure how well this dataset represents the population given the oddly high number of projects on Theater category and its Plays subcategory, or a sudden surge in the number of studied projects in 2014, 2015 and 2016.
* The amounts of money (goal, pledged and averaged) are denoted in different currencies so it would be misleading to use such data to analyze trends in dollar amount.
* Some outliers require further investigations. For example, some projects have extremely high percentages funded with arbitrarily low set goals. This could misleadingly impact analysis using percent funded to compare different kinds of projects.
* The latest data is from May 2017, which is outdated to give us proper insights into crowdfunding for our projects in, say, 2020.

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

* A pivot table and chart that will analyze how many campaigns were successful, failed, cancelled, or are currently live per country filtered by category and subcategory. We can get some insights into different kinds of projects across countries.
* We can create a new column on Duration between launching dates and end dates of projects in different categories/subcategories filtered by different states of projects. The durations can span from a few days up to a few months.
* Pivot tables and charts that will analyze how many backers in successful projects across countries, categories, and subcategories. We can get some insights into the most attractive categories/subcategories of projects on Kickstarter based on the number of backers
* If the above-mentioned currency issue is solved, e.g. all money amounts denominated in different currencies are translated into a common currency, we can create some more tables and/or graphs on averaged donation across different projects’ states, categories, subcategories, and countries.