Unit 1 Excel HW – Kickstart my Chart

Report

1. Three conclusions about Kickstarter campaigns:
   1. Number of failed project counts went up that was launched in mid-year or at the end of the year. The greatest number of successes and least/most consistent amount of failures and cancelations seem to happen the first half of the year.
   2. Plays as a subcategory and theater as a main category are by far more successful than any others. Journalism was the worst category for Kickstarter campaigns because it only had cancelations, no successes or failures.
   3. Countries you would expect to have more money had the highest number of successes with their projects. i.e. US, UK, CA
2. What are some limitations of this dataset?
   1. We are only comparing categories and subcategories
   2. We can only see what has been successful, failed or canceled. We don’t see any journey any Kickstarter has taken. i.e. how many started out successful and turned into failures.
3. Other possible tables/graphs we could create?
   1. We could use pie charts to see percentages of successes/failure/canceled for each country, category, or sub-category
   2. We could use scatter plots to observe any trendlines or if there are any patterns