**Excel Challenge Analysis – Kickstarter Campaigns**

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

1. According to PivotChart 1, “Campaign States by Parent Category”, the three most common campaign categories are (from greatest to less) ‘theater’, ‘music’, and ‘technology’. With ‘film & video’ as the fourth-most campaigned category, it appears that the bulk of Kickstarter campaigns are started to support projects in the arts and creativity.
2. While theater is the most common campaign category, music has the highest success rate per total number of campaigns. A Kickstarter campaign may be a good place to get started as a musician, especially if you play rock.
3. Based on the entire dataset provided, the least number of successful campaigns were started in December, while the greatest number of successful campaigns were started in May. It does not appear that there is a time of year during which canceled campaigns were more commonly started. If you are going to start a campaign, there is a higher probability that it will be successful if created in May. Avoid December!

2. What are some limitations of this dataset?

1. One limitation of the dataset is that the donation distributions are not given. Additional data about the donations could provide insight about whether campaign success/failure is influenced more by a small portion of large donations or a greater portion of donations with a smaller deviation.
2. A second limitation of the data is the number of years represented by the dataset. The data could be more reliable if more time before or after the given range were included. Additionally, the period represented by the data was pretty economically volatile. The data begins just after the 07-08 recession and spans the rebound period. Better data would include additional info and represent a larger sample.
3. A third limitation is the lack of identification or demographic info for campaign creators and campaign backers. The current dataset may be skewed by campaign creators who have figured out how to have the most success and are having a higher-than-normal success rate. Similarly, campaign-backer demographic data could reveal if there were a certain group of people who are the main source of donations.

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

1. It would be helpful to make comparisons between campaign state (specifically success) and additional variables like:
   1. State vs. goal amount
   2. State vs. duration
   3. Average donation vs category