## Unit 1 Excel Homework – Kickstart My Chart

**Question 1:** What are three conclusions we can make about Kickstarter campaigns given the provided Data?

**Answer 1:**

1. Overall, the number of successful campaigns was slightly above average at 53.11%. The most successful campaign category was Theater with Plays as the top sub-category overall. Journalism had the highest failure rate overall with Technology having the highest cancellation rate with 213 cancelled campaigns, 100 of those from the web sub-category.
2. When comparing overall budgetary Goal to Pledged, only 15.6% of the goal was met. Failed and Cancelled campaigns resulted in a loss of $268,046,168.09 towards the total monetary goal.
3. Campaigns launched during 2nd quarter were more successful with meeting their goals with a drop during the fourth quarter at which time, more campaigns fail.

**Question 2:** What are some of the limitations of this dataset?

Answer 2:

1. Does not include type of campaign such as online, social media, print, etc which opens up additional sub-content needed.
2. I would question the currency to see if the number had been converted to USD instead of having some USD and some numbers being Euros.
3. Spotlight could be broken down.

**Question 3:** What are some other possible tables/graphs that we could create?

Answer 3:

1. Pivot table and bar chart comparing State of categories with staff picked and spot light campaigns.
2. Pie chart denoting the Goal vs Pledged as an overall total and broken down by category and/or state
3. Bar chart broken out by country showing state with trend line.
4. Table/graph comparing length of campaign to success/failure rate.