**Starter Book Homework**

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

We have organized a database of 4,000 past projects funded on Kickstarter to identify hidden trends. On a global scale, we can see from the Category chart where we have counted how many campaigns were successful, failed, canceled, or are currently live per category, that theater, music and film&video categories have been more successful than others. However, even though theatre campaigns were the most successful campaigns, they were also the ones that failed the most. 35% of theatre campaigns tend to fail while only 17% of the music campaigns do. These high levels of success/failure show that theatre campaigns are pretty unstable while music and music & video show a strong stability. As a result, theatre campaigns have a higher risk-taking factor compared to the other campaigns despite their higher successful number of campaigns.

As we can see from the Sub-category chart where we have counted how many campaigns were successful, failed, canceled, or are currently live per sub-category, plays have been considerably more successful than the other sub-categories followed by rock and documentary.

In the Launch date outcomes, we can observe that the best month to launch a campaign is May while the worst months are January, July and October. To better analyze the best launch date, we should have the percentages of successful/failed/canceled campaigns for each month.

According to the outcomes based on goal chart, the percentage of campaigns with goals of less than $1000 has a higher rate of success compared to others with higher goals, which corresponds to a higher percentage of failed campaigns with goals greater than or equal to $50,000.

1. **What are some limitations of this dataset?**

The main limitation is that in Category/Sub-Category pivot charts and Launch Date Outcomes graph, we are dealing with total numbers. These numbers are not related to each other. As discussed above, even though some campaigns might look more successful than others when we look at the total numbers, they might not be the safest way to go if we look at the rates of success and failure of each campaign.

This dataset also lacks demographic data of the targeted audience for these campaigns. We have geographic data that shows the regional preferences of these campaigns, but we do not know what kind of people most likely donate money to these campaigns. It would be interesting to see the age range, ethnicity, gender, education level (no degree, college degree, Doctorate) and salary range of the donors.

1. **What are some other possible tables and/or graphs that we could create?**
   1. In the main worksheet we could create 4 additional columns with percentages formulas for Successful/Failed/Canceled/Live Campaigns. Then, we could create a pivot table with the same settings as the ones we already have, but we can analyze the percentages of state rather than the count of state.
   2. Another pivot table could be created with the following settings:

Filters: Category

Legend: State

Axis: Country

Values: Count of Category (rates of success/failure/cancellation/live should be preferred).

The corresponding pivot column graph would look at levels of success/failure/cancellation/live of the campaigns in each country.

This graph would be perfect for geographical data analytics.

* 1. Another table could show the amount of time it took from the launch of the campaign to the deadline to reach the targeted goal. This data would show which campaigns get funded the fastest.