Excel Challenge – Mark Hinkle

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

* That by category, technology kickstarter campaigns statistically were the least successful
* Plays were, by far, the most popular subcategory of campaign
* Kickstart campaigns by number are highest during the summer months although with less frequency of success.

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

* I think it is difficult to see why unsuccessful campaigns were so. You can continue to draw granular information from the report for things such as length of campaign or isolate campaign success rates by country, but ultimately, more backer data could round out the picture of what campaigns are successful.

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

* I would the success rates campaigns by category and subcategory as well as assess any correlation between the length of campaigns to being more successful.