**Excel Challenge Report.**

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

* The lower the amount the greater the potential for success.
* Theater projects are the most submitted for funding; with plays being the most successfully funded projects.
* Music projects are the most successful as a factor of submissions; with rock music being the most successfully funded.
* Food as a category has the highest failure to fund rate at 70% primarily driven by food trucks which have never been successfully funded.

1. What are some limitations of this dataset?

* No understanding of what staff pick and spotlight mean.

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

* Effect of being put in spotlight or chosen as a staff pick.
* Relationship between category & sub-category, goal and potential for success.