**Excel Homework #1: Kickstart My Chart**

**Background**

Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends.

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

Given the provided data, we can draw the following conclusions about Kickstarter campaigns.

* There was a higher Kickstarter campaign successful rate (77.14%) for “music” than any other category. “Theater” was second (60.23%), “film & video” third (57.69%), and “photography” fourth (46.82%).
* There were more successful (839) “theater” Kickstarter campaigns than any other category. However, there were also more failed (493) “theater” Kickstarter campaigns than any other category.
* There were more successful (694) “plays” Kickstarter campaigns than any other sub-category. However, there were also more failed (353) “plays” Kickstarter campaigns than any other sub-category.
* There was a higher successful percentage rate (61%) of Kickstart campaigns in the month of May than any other month. Successful Kickstart campaigns for the provided data peaked during the month of May.
* There was a lower successful percentage rate (44%) of Kickstart campaigns in the month of December than any other month. December also had the highest failure percentage rate (47%) of Kickstart campaigns than any other month.
* There were more “US” Kickstart campaigns than any another country per the provided data. Grand total (3038).

1. What are some limitations of this dataset?
   * Only a specific sample size of the complete population size of Kickstart campaigns. Based on the “date created conversion” and “date ended conversion” dates, the provided data can be completely different in today’s modern day.
   * There could be different trends that have shifted over time. Maybe during this specific dataset, there were more people willing to invest in “plays” than “photography”. The same could not be said about today.
   * Geographical location of “backers\_count”. Could average donation be bigger in more developed countries than others? Does this cause culture ideology to play a role in what specific countries donate to which Kickstart campaigns?
2. What are some other possible tables and/or graphs that we could create?
   * “staff\_pick” vs. count of “state”
   * “Percent funded” vs. “staff\_pick”
   * “Percent funded” vs. “backers\_count”
   * “Average donation” vs. “country”