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Excel-Challenge

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The most successful category of Kickstarter campaigns are Theater, patrons are most likely to support Kickstarters related to this category
   2. The most successful sub-category of Kickstarter campaigns are plays
   3. The month of May generates the most successful Kickstarters, specifically May of 2015 with the highest success rate of 68
2. What are some limitations of this dataset?
   1. The data is limited to the market the Kickstarters are advertising to, it’s possible that if photography promotion companies spent significantly more money than theater/show advertisements, the data may be different. The data table does not tell us the means of achieving full funding of their Kickstarter. Possible values of a ‘Method’ column: word of mouth, social media ads, ambassadors etc.
   2. The data sheet also tells us on average how much patrons spent but does not tell us the spread of the patron contributions. Because we are not able to calculate standard deviation, it is hard to determine if many people contributed significantly to a successfully backed Kickstarter or if there are only a handful that contributed majority to the campaign. Therefore, the data is a poor indicator of general popularity.
3. What are some other possible tables and/or graphs that we could create?
   1. Referring to 2a, if a ‘Method’ column were included in the data, a pivot table and stacked column bar graph could use Method for rows, State for columns, Count of ID for values, and filter by Category. This could give us a general idea of the number of successful or failed Kickstarters based on Method, and it would be interesting to see how that varied between theater, highest number of successful campaigns and journalism, no successful campaigns with all 24 canceled.
   2. In reference to the worksheet tab labelled “Staff”. The staff picks could be taken into consideration for a pivot table and stacked column bar graph. This data comparison uses State for rows, Staff-pick for columns, and count of ID for values. This pivot table tells us that staff picked Kickstarters are not more successful than campaigns that are not
   3. In reference to the worksheet tab labelled “Spotlight”. Kickstarter campaigns that held a spotlight position were overwhelmingly more likely to achieve success or reach the monetary goal. This pivot table uses State for rows, Spotlight for columns and count of ID for values. According to the visual, 100% of Kickstarter campaigns in the spotlight are determined to reach their goal.

Bonus Analysis