Excel Challenge

1. From the more than 4000 Kickstarter campaigns given we can conclude that:
   1. More Kickstarter campaigns were successful (2185) at reaching their goal than failed (1530) to reach their goal or were cancelled (349).
   2. Theater (1393), music (700), and technology (600) were the three top most common campaign categories
   3. Plays (1066), rock (260), and wearables (200) were the top three most common campaign sub-categories
   4. As the goal of the campaign increases, the percentage of successful campaigns decreases (71% were successful for goals of less than 1000 compare to 19% successful for goals of 50000 or higher)
2. A limitation of the data is determining how long it took a successful campaign to reach its goal. It cannot answer whether or not successful campaigns receive most of its funding goals in the start of its campaign or near the deadline of the campaign
3. Other analysis that can be done is seeing if staff picks or spotlight had an effect on if a campaign was successful or not at reaching their goal.