Excel Homework Week 1

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

* Theater is the most popular category while Journalism is the least popular one for Kickstarter campaigns across all countries.
* Plays is the most popular sub-category for Kickstarter campaigns.
* Summer is the most likely time to start a campaign for a successful outcome while December is the worst time for starting a successful one.
* Peak time for Kickstarter campaign was during 2014-2016 when there were the largest number of participant.

1. What are some limitations of this dataset?

* The data doesn’t tell what factors contributed to the outcome to make it successful or failed.
* Data set doesn’t provide what kind of backers that back up the projects.
* Data set doesn’t reflect the profitability of the projects.
* Mostly data are from Western area, very limited in Asian area.

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

* Graph shows how the time period between deadline and launch compared among different outcomes.
* Graph compares average number of backers on different outcomes.
* Graph summarizes average donation among all projects based on different outcomes.