Kickstarter Excel Challenge Report

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

Kickstarter campaigns with a category in theater is the most popular among all categories.

Campaigns with a sub-category in plays is almost one fourth of the campaigns market. However, the percentage of being successful is not high enough.

Campaigns’ goals lower than $5,000 have higher successful rate. As goals increase, the successful rates relatively decrease.

1. What are some limitations of this dataset?

We cannot determine the causes related to the success and fail of campaigns.

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

We could create line graphs for each category and sub-category to show correlations between percentage of successful campaigns and goals.