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*Unit 2 | Assignment - The VBA of*

*Wall Street Questions*

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

• Elevated dollar goals do not seem to negatively impact success outcomes.

• The most successful appear to be Kickstarter campaigns.

• The most successful Kickstarter Genres were musical soundtracks and rock.

1. What are some of the limitations of this dataset?

* There dataset is not large enough for all categories and subcategories, so some of the results are not statistically relevant given the small sample size.
* We need to figure out how statistically significant these results are.
* We need to analyze a variety of crowdsourcing companies to draw more significant insights.

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

* It would be interesting to analyze the projects by the duration of conversion using the date created conversion and date ended conversion. Maybe there is a trend to see what separates the duration of successful and unsuccessful projects.
* If we could analyze the data by states, we could see trends in which states have Kick starters with the highest rates of success and which ones have the lowest rate of success.
* I would like to see more information on the “successful” state. Just because a campaign reached its goal and delivered the products and services can we take it a step further and find out how many are successful in the long run. More importantly how many of the “successful” campaigns became profitable and established companies.