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| Kickstart funding analysis |
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## Kickstart Funding Analysis

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| --- | --- | --- | --- | --- |
| category | (All) |  |  |  |
| Years | (All) |  |  |  |
|  |  |  |  |  |
| **Count of state** | **Column Labels** |  |  |  |
| **Row Labels** | **successful** | **failed** | **canceled** | **Grand Total** |
| Jan | 183 | 149 | 34 | 366 |
| Feb | 202 | 105 | 27 | 334 |
| Mar | 179 | 108 | 28 | 315 |
| Apr | 193 | 103 | 27 | 323 |
| May | 233 | 126 | 26 | 385 |
| Jun | 213 | 148 | 27 | 388 |
| Jul | 192 | 148 | 44 | 384 |
| Aug | 167 | 134 | 32 | 333 |
| Sep | 148 | 127 | 24 | 299 |
| Oct | 184 | 150 | 20 | 354 |
| Nov | 180 | 113 | 37 | 330 |
| Dec | 111 | 119 | 23 | 253 |
| **Grand Total** | **2185** | **1530** | **349** | **4064** |

QUESTIONS:

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

* Overall the fund-raising campaign was a success. Based on the no of projects we analyzed more than 50%of projects funded at or above set goals.
* From the data analyzed, there is a pattern foreseen. There is a trend of increase in enrollment seen during summer time around the month of may during the average of all these years.
* Another trend that is observed from the data is the pattern in winter.

During the month of December, the enrollment was the lowest, also the success rate was less than 50%

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

* The main shortcoming in my perspective is, at a glance you cannot compare the data at a subcategory level.
* Another drawback about the chart is the inability to visualize the enrollments based on geographical locations.
* It becomes cumbersome to analyze the data year by year based on the category selected.
* The charts and graphs have not included the average money funded on a particular project.

1. What are some other possible tables/graphs that we could create?
   * Pivot table with a column of state and rows of countries filtered based on category
   * Pivot table/graph with a column of countries and rows of average donation
   * Pivot table/graph with a column of no of days the fund raising project lasted and state, filtered by category.

To get started right away, just tap any placeholder text (such as this) and start typing to replace it with your own.

Want to insert a picture from your files or add a shape, text box, or table? You got it! On the Insert tab of the ribbon, just tap the option you need.

Find even more easy-to-use tools on the Insert tab, such as to add a hyperlink or insert a comment.