# Excel Homework: Kickstart My Chart

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. Entertainment industry had more Kickstarter campaigns than all other categories combined.
3. Plays sub-category had significantly higher campaigns among all sub-categories.
4. Month of December has the least success rate for any campaign.
5. What are some limitations of this dataset?

Many campaigns have either non-serious goal value ($1, $2, etc.) or unreasonable value ($100 Million for a fantasy project). When drawing charts and analyzing data these projects can skew the result.

The Percentage column is a simple mathematical percentage. Some sort of weighted percentage can filter out non-serious campaigns out of the equation.

Meaningful analysis is only possible after filtering out the outliers or anomalies. This dataset doesn’t seem to have a column to identify them.

1. What are some other possible tables and/or graphs that we could create?
2. A new chart added to show duration vs success rate. The duration of the campaign is captured in column U, and a new Campaign Duration that displays if the campaign lasted a) less than 30 days, b) less than 60 days, c) less than 90 days or d) more than 3 months. From the chart one can learn that first 30 days has a higher success rate.
3. A chart that analyzes if “staff\_pick = TRUE” had higher success rate.
4. A chart that reports average percentage over goal.