Homework #1 – Excel (Pivots/Charts/Formulas)

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

* - Theater had the most number of successful pledges
* - Average 12 month project count is 338
* - The month of May has the highest number of successful projects

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

- The currency was not converted to calculate actual donation amounts

- The overall donation amount was not given to complete analysis with goal

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

- Average donation by category

- Graph on Currency Type and average currency type

- Staff Picks vs Non-Staff Picks

- Y/O/Y (year over year) analysis

- Number of backers to project dollar amounts