**Noreen Jordan – 12/15/21**

**Excel Homework – Kickstart my Chart**

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

* Approximately half of all the Kickstarter campaigns in this data set were successful even though only a third of the more than 300,000 projects launched on Kickstarter overall have made it through the funding process.
* Areas of the Arts such as theater, film and music, were places where many of these campaigns originated. Plays in particular held a lot of interest in securing funding this way.
* When the fundraising goal was less than $10,000, there was a greater than 50% outcome for success. When the goal was between $20,000 and $35,000, more campaigns failed than succeeded. And when the goal was above $45,000, there was a drastic drop in success rate.
* Approximately 75% of the projects took place in the United States. And there was a slight peak in the summer months – May, June & July.

**What are some limitations of this dataset?**

* This dataset determines whether or not projects receive funding based on a goal supplied by a person or organization who need the funding for a particular idea. The success result is based on the ability to raise the money and does not take into account whether or not the project actually got off the ground and was sustainable. This would obviously be another dataset but could be helpful in determining long term success of the project.
* When broken down into sub-categories, many of the campaigns failed or were canceled outright. For instance, there was not one successful food truck or restaurant campaign so a comparison of the sub-categories with the initial pledge could help to understand if the failure was due to cost or interest in the category.

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

* It would be interesting to compare the relationship between the number of backers and/or average backer donation with outcome of the campaign. I’d also like to calculate the average number of backers for each outcome and look for any trends there.
* I would also include another column to count the lengths of the campaign using the dates. I don’t know how long these campaigns typically last and if there is a cutoff or limit to how long the campaign has to raise the funds.
* I’d like to understand the distinction between canceled and failed and what percentage of backing was achieved when the decision was made to cancel. Also, how was it determined how long a campaign had to raise funds before a decision was made to cancel?