Maria Fe Onyemuwa

Excel Homework

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

From the provided data, Categories in music, theater and technology are the top three (3) categories of projects in Kickstarter. Theater has the most project entries under the “plays” subcategory. Of the three top categories, music has the highest rate of success. Subcategory rock, classical music, pop and electronic music all have 100% success rate. Followed by theater (which has the highest number of entries). From the three top categories, technology has highest fail and canceled projects. From the stacked chart, almost two thirds of the technology projects are failed or canceled.

Projects that has lesser goals specifically those less than 1000 and 1000 to 4999 goals has the most success.

It can also be seen that most successful projects reach its goal at May(Spring-Summer season) while decline is seen on December.

1. What are some limitations of this dataset?

Since the data is already pulled. The source of the dataset and how it is pulled is unknown so this could be a limitation.

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

A table showing relation of each category compare to all the project entries in terms of percentage would be a good additional table.

And a pie chart to represent each category according to status is a good visualization also to show which has the highest rate of success, canceled and failed.

A table that shows which country has the most success in reaching goals and aspects like day of launch should be included

A chart showing projects that are staff picked or not, there can be a high possibility that if the project is staff pick, pledgers will backed it more

A table that is showing the number of days the campaign runs