Excel Homework: Kickstart My Chart

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

* Campaign are more successful for Arts and Entertainment Category as they have more than 50 % success rate.
* Technology had most failures and canceled campaigns.
* Campaign are more successful when launched between May and June.

2. What are some limitations of this dataset?

* Data only show the campaign failure and success but does not show if any campaign resulted in mass market success.
* If specific Demographic and Geographical Data is provided it will help target specific backers based on their interests.

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

* Average Donation Based on Category, Sub-Category, and Countries.
* Category based on specific countries.
* Success based on time duration for specific category.