Excel Homework

Prince Emenalo

1. 3 conclusions from the data:
   1. Theater Kickstarter campaigns are successful more that 60% of the time and more that 50% more successful than other categories.
   2. Kickstarter campaigns for, plays specifically, are successful in reaching their funding goal approximately two times as much as they are to fail at reaching their goal.
   3. The most successful Kickstarter campaigns occur during the months of May and June. I would advise anyone interested in hosting a Kickstarter campaign to run it during those months.
2. Limitations of the data:
   1. The forms of currency the campaigns used varied, and this can change the significance of the funding levels each campaign reached due to the different currency exchange and value rates.
   2. Limited information of the campaigns skews the data. Campaigns varied in size and goal level. Certain campaigns may have been less complex and less in need of funding and therefore could reach their goal easier or with less backers and vice versa.
   3. The data points are not consistent across the board such as campaign run length. The campaigns ran for various lengths of time which could have allowed campaigns more time to reach their goal or less time to reach their goal.
3. Other possible tables:
   1. We could create a pie graph to depict the share of pledged amount from backers by category and sub-category.
   2. We could create a bar graph to depict the average campaign run time by category and sub-category.
   3. We could create a stacked bar graph to depict the sum of backers per category and filter by state of success or failure.