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**Week 1 Excel Observations**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * Overall, by ranking, theater, music, technology, film & video make up most Kickstarter campaigns.
   * Generally, Music campaigns are more likely to be successful. Food campaigns generally fail, and journalism is always cancelled.
   * Outcomes are different based on geographic region.
2. What are some limitations of this dataset?
   * We do not know how backers are counted. Are they counted for each time they donate or once per individual?
   * We have no demographic information on the backers.
   * Currency is measured by the country of origin. We do not have an exchange conversion to compare the contributions in the same currency measurement.
3. What are some other possible tables and/or graphs that we could create?
   * Campaign lengths (end date – start date)
   * Goals or dollars requested by category and sub-category
   * Number of backers by category and sub-category