**Excel Challenge Report**

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

1. The chances of success of a Kickstarter Campaign is higher if the goal amount is lower in most cases and vice-versa.
2. In general, the chances of failure of a Kickstarter Campaign is highest in the month of December.
3. People tend to make highest donation to the campaigns in the “film & video” category of Kickstarter campaigns.

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

1. Column names in this dataset are not very intuitive.
2. It would have been better if columns ‘deadline’ and ‘launched\_at’ had values in date-format instead of Unix timestamp.

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

1. We could have created a graph showing the amount of funds raised vs. the duration for which the campaign was active by creating a new column called “Campaign Duration” from “deadline” and “launched\_at” columns.
2. We could have also created a Pivot table and chart showing relationship between goal range, average donation and category.