Excel Kickstarter Analysis

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. The categories with the highest proportion of success include: theater, music, film & video, and technology.
   2. The sub-category with the highest number of successful projects is plays, however, this category also has the highest number of failures. 12 sub-categories had 100% successes.
   3. There appears to be a slight correlation between successes and failures over the course of 1 year.
2. What are some limitations of this dataset?

As time goes on, this data set could become more and more outdated. Projects could be more expensive or less expensive on average as time goes on. Similarly projects could take longer or less time than expected today. The data is static, which can limit meaningful analyses of it.

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

Table and graph which shows the average/median monetary goal and pledged amount per category and sub-category. This would allow us to infer which projects are typically more expensive or cheap.

We could also create a table and graph showing the average/median number of days between when the projects were launched and expected to be done per category and sub-category. This would give us an idea of which projects tend to take longer.