**Part 2: Excel Homework: Kickstart My Chart**

\* Create a report in Microsoft Word and answer the following questions.

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Based on the chart presented below (figure1.1a) we can conclude that most successful campaigns for Kickstarter are music and theater programs. Although it looks theater is most successful, music has less failures as compared to its total no of campains. Thus music is considered as most successful among all campaigns.

Figure no :1.1a

In reference to column graph figure 1.1b, we can further conclude that among all music campaigns, rock music is most successful than other. Similarly, among theater programs, plays are most successful campaigns.

* 1. Though theater campains are second most popular program throughout the year, they are highly sucessful in May and June. This concludes late spring and early summer is best season for theater programs.

Figure no :1.1b

Figure no :1.2

* 1. The chart below reveals that sum of pledged for theater is very low as compared to sum of goal. This indicates that this campaign may not be popular as compared to technology.

2. What are some limitations of this dataset?

* Only four thousand projects data is provided in this dataset which is only some fraction of the 300,000 Kickstarter projects. This analysis may not have provided enough information or correct information about the Kickstarter to make the above-mentioned conclusion.
* The data is not providing enough information about donors what type of donors such as corporate business, social foundations, individual or any other which is important to know donor motivation to donate.
* There are several outliers in the funding goal for several categories and sub categories which may mislead the overall result.

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

We could create more tables or graphs as explained below:

* Comparisons of category/subcategory with month of festivals, seasons to know more possible reasons to get success in campaign. Similar tables to find out about the failure of Kickstarter campaigns to find the possible reasons.
* Comparision of campains in different countries would give idea that which countries are more successful in those campains.
* We could create more graphs on category/subcategory according to the year to see the trend of success or failure in given time of years.