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Excel Homework 1

**Kickstart My Chart Report**

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

* One conclusion that I have come to is that the most popular category for campaigns is theater, and the most popular sub-category is plays. Both of these go hand-in-hand with each other.
* Successful campaigns come to around 53% of the total of campaigns. While that doesn’t seem like a good percentage of success rate, there are many more successful campaigns than failures/cancelled campaigns. Failure/Cancelled campaigns come out to around 46% of the total campaigns.
* Campaigns do not seem to favor a certain time of year on when they begin. September and December are the only months where there were less than 300 campaigns that began, however the highest is 386 for May, which isn’t that many more campaigns in comparison.

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

While the data given is a very good sample size, there doesn’t seem to be any kickstarters before the year 2011. It would be nice to see data before this time, and to see if there was a difference in how campaigns were run back then.

For instance, these days there are websites where people can donate and receive products when the starter of the campaign reaches their goal. How did campaigns run before these websites existed? Does the existence of these platforms hurt or help their cause?

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

Another graph we could create is one where you get the total amount funded. You can create one for category, and sub-category and see which one made the most and least amount of money all together.