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Excel 01\_Homework

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

* The most popular parent categories were theater and music.
* 46% of the campaigns canceled or failed from the total population.
* Per the line chart the month of May has the greatest success and December has the least success.

2. What are some limitations of this dataset?

* Defining live from successful, when looking at the data carefully it does not mean just because it is live that the campaign was successful.
* The sub-categories are very general
* Type of individuals pledging
* Type of communities these campaigns are for, example schools, private companies, etc.
* Country broken down by states or region
* Timeline to complete pledges by category

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

I would like to see Category, Goal vs State. I am curious to see of there is a correlation between the goal and successful state and filter by country.

Currently the data sample is very broad. For example, we can see that plays are very successful in the US however we do not know particularly where in the US. Recommend to add state specific and type of individuals pledge data. By adding these 2 additional layers of data when starting a campaign, you will know the type of campaigns individuals are willing to pledge in your area and also know to whom to focus your campaign marketing on.