**Homework 01 – Excel Homework: Kickstart My Chart**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?  
     
   Kickstarter campaigns meet or exceed initial funding goals at a rate of 53%. However, the entertainment-oriented categories of film & video, music, and theater are the only Kickstarter project categories that exceed the average Kickstarter success rate and account for nearly two-thirds of total Kickstarter campaigns which skews the overall average success rate.  
     
   Plays are the most popular sub-category of Kickstarter projects that account for a quarter of the total Kickstarter projects. However, plays are not among the 12 sub-categories that have historically and currently have a 100% initial funding success rate.  
     
   The number of successful Kickstarter campaigns reduces drastically between November and December, while the total number of failed Kickstart campaigns remains relatively consistent during the same time frame. This may be impacted by a change in consumer spending habits during the winter holidays.
2. What are some limitations of this dataset?

This sample data set is not representative of the total population of kickstart projects as it represents less than 2% of Kickstarter projects where US-based Kickstarter projects represents nearly 74% of all projects in the data set and while Kickstarter projects based in Asia and Africa represent less than 1% of total Kickstarter projects combined.   
  
This data set can only reasonably be used to assess Kickstarter campaign trends in the US.

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

If we wanted to take a deeper look at what might be contributing to the decline in successful Kickstarter campaigns between November and December, a pivot table that tracks the average donation amount month over month with filters for category and sub-category and an associated line graph would be useful.

A clustered column bar graph that visualizes the average donations amounts for each outcome of a category or sub-category of Kickstarter campaign might also provide useful insights into what consumers are willing invest their money into.