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Excel-Challenge Homework

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**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?**

The highest number of successful campaigns to date have been started in May. In general, campaigns with smaller goals have been more likely to be successful. The results of final analysis show that projects with smaller goals (less than 5000) are the most successful and project with goals greater than 45,000 are the least likely to succeed. For goals that are greater than 10,000, there is an optimal success rate a goal range of 40,000 to 44,999.

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

Success is measured by whether or not the initial goal is met, but it can be set very low. That makes the definition of success somewhat arbitrary. Lack of information about the Backers restricted our ability to conduct further analysis as to which types of Backers are most associated with successful campaigns. There may be additional categories or sub-categories that our dataset didn't include, thus, aren't represented in our analysis.

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

More specifically, a report including the likelihood of conducting a successful campaign based on:

1. Success rates
2. The duration of the project
3. Number of backers
4. Length of campaign
5. Average Donation
6. Bonus Goal Outcomes
7. The number of cancelled campaigns is consistently under 50 per month.