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Due date – 9/25/2021

Excel Challenge – Report Questions

1. Given the provided data, what are the three conclusions we can draw about Kickstarter campaigns?
   * Theater, specifically plays, are the most common campaigns out of this data set, but also in not the most successful out of the total. There are more launches during the spring and early summer, versus the wintertime. There are in total almost as many failed and canceled campaigns as successful ones.
2. What are some limitations of this data set?
   * We appear to have more campaigns that are literature, art, and theatrical based versus ones that are tech, science, math, or are in other categories. It is unclear if this is an accurate representation of the entirety of Kickstarter.
3. What are some other possible tables and/or graphs we could create?
   * Number of backers vs success rate
   * Percentage of goal made vs category
   * Average pledge vs success rate