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Excel Homework Solutions

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

* The most successful Kickstarter campaigns are in the Music category, with a success rate of 78% on 700 campaigns.
* Theater is the most popular category of Kickstarter campaigns, being responsible for 34% of all total campaigns. Due to this, Plays are the most popular sub category campaign, at 25% of the sub category campaigns.
* Being in the spotlight leads to a Succesful campaign, no campaigns failed when they were put into the spotlight.

2. What are some limitations of this dataset?

We do not have extremely high level data, such as individual donations data, if there were any advertising costs and data showing changes made to the Kickstarter. We can see the final product of this data but don’t get the whole picture, we can’t create strong conclusions on what makes a successful Kickstarter campaign. If we had a more detailed data set, we may be able to more conclusively say what is needed to create a successful kickstarter

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

We could create a line chart showing the change of average donation by month to see if there is any correlation between the month of the year and the amount that people donate. However this could be flawed as we do not have any idea of possible outlier donations.