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Excel-challenge

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Excel Homework: Kickstart My Chart

1. Three conclusions

* Goals below 10,000 were more likely to be successful with >53% success rates
* The most successful Kickstarter funds were in the Theater Category and Plays Sub-category
  + However, the most failed category and sub-category were also theater and plays
* Technology category Kickstarters were the most canceled

1. Limitations of the dataset

* The dataset does not include demographics or socioeconomic data to help identify additional trends
* The sample sizes of the categories are skewed and not each category/sub-category is fairly represented
* Data is represented by each region’s currency and not one universal currency for comparison. That could skew the results and provide misleading interpretations of the data.

1. Possible tables and/or graphs we could create

* Pivot tables and bar graphs to represent the goals and pledged values in one overall currency to compare equally
* A pivot table and bar graph to look more closely at the most successful category (theater) by country to see what regions excelled in that category
* Pivot table and line graph to look at the most canceled category (technology) across time to find trends related to cancellation and time
* Pivot table and bar graph to compare backers of the three top categories to see if they are equally represented by backers