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Data Visualization BootCamp 2019

Homework 1 – Microsoft Excel

**Kickstarter Project Insights**

1. We can draw several conclusions from our dataset. First, the top three largest campaign categories by number of projects are Theater, Music and Technology. Second, the categories with the largest number and percentage of successes are Theater, Music and Film & Television (Figure 1) As for subcategories, the sub-category with largest number of projects by a wide margin was plays. The categories with the smallest numbers of projects were journalism, photography, games, and food. Third, May is the month in which the largest number of successful campaigns are created.

1. Some limitations of this dataset are that we are only supplied summary statistics such as number of donors, total amount raised, start data and end date. We are given no information as to how much each donor gave or the spread of donations.
2. From the data we are given, other graphs or tables we could create are amount raised by category. I actually did create this chart and found something surprising. The amount of money given to technology projects eclipses all of the other projects, despite the fact that there were fewer successful projects (See fig. 2)