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Data Analysis and Visualization

Excel Homework

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

Overall Success Rate=53.11%

Overall Fail Rate=37.19%

The hardware sub-category has a 100% success rate, while technology only has a success rate of 35% and a cancel rate of 30%. So somebody looking for funding for a hardware project is much more likely to be successful than any other project in the technology space.

Kickstarter has is used mostly for funding in the theater space. With that said, Kickstarter should target groups that need funding for theater projects.

1. What are some limitations of this dataset?

I think that we could do some solid analysis with this dataset. There are some outliers in the dataset that I wouldn’t include in the analysis.

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

We could create a histogram chart, a stacked bar chart, or a line chart. It all depends on which variables we want to include in our analysis.