Excel Challenge Questions

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

First, we can draw the conclusion that the project has experienced success in certain categories and sub-categories. The parent categories of Theater, Music, and Film & Video have the highest number of successful projects along with the highest rate of successful projects. Second, we can see that over time the number of successful projects starts to decrease while the amount of failed and cancelled projects remains relatively the same. Lastly, we can conclude that Kickstarter projects need to be focused on what has been successful over time with lower rates of failure and cancellations to evaluate how to properly spend time and money.

1. ***What are some limitations of this dataset?***

While we are focused on evaluating specifically Kickstarter, it would be nice to see how other crowdfunding services are finding success and what categories they are seeing better outcomes in. While 4,000 projects are a sizable data set, it would be ideal to look at all 300,000 projects to gain a full understanding on trends and success.

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

We could create a scatter plot to see how the pledge amount correlates with each category to gain an understanding of where we are seeing the most funding based on the specific state. We could also take the standard deviation of each category to gain insight to predicting future success.