**Excel homework**

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**Q1: What are three conclusions we can make about Kickstarter campaigns given the provided data?**

* The most successful campaign categories in the Kickstarter are ‘theater’, ‘music’ and ‘film & video’. It might imply that these kinds of project could get more attentions and/or donations from this platform. However, Kickstarter might not be a good place to raise a journalism project since all journalism projects are canceled based on the provided data. The high percentage of canceled and failed technological projects (i.e., more than half of technological projects are either failed or canceled) also indicates that technological projects have difficulties to reach success through Kickstarter.
* The data indicates the majority of the Kickstarter campaigns are under the “Theater/Plays” category. From the subcategory statistics pivot chart, we can further notice that this category contains the largest portion of successful cases and failed cases. It might lead to a conclusion that “Theater/Plays” projects are getting more chance (e.g., visibility/opportunity) to get fund based on the statistical view of data.
* This third pivot chart (outcomes based on launch date) suggests campaigns with launching date in April have the highest chance to success; while campaigns with launching date in July have the highest chance to fail.

**Q2: What are some of the limitations of this dataset?**

* Most of the campaigns are in US, which means the results of data analysis is bias toward US. It might not be appropriate if we want to interpret market trend in other regions.
* Also, some categories don’t have much data to make an indicative statement.

**Q3: What are some other possible tables/graphs that we could create?**

* One another analysis is to see if the ‘goal’ set has any relationship with success. For example, it might be easier to get success if the goal is set low. We can get some hints from the bonus part in this HW. It’s clear to see it has a decreasing trend between goal and successful percentage; while an increasing trend between goal and failed/canceled percentage. It indicates that when the goal is set high, it has a higher chance to fail. And since the goal is highly related to the project categories/subcategories, it might have some clues that explains why “Theater/Plays” projects have more successful cases than others.
* Analysis on “backers\_count”, “average donation” and “state” can also provide us an idea about what kind of donations (i.e., large number of small amount donations or small number of large amount donations) could have more chance to success.