**Excel Homework: Kickstart My Chart**

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1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   1. 100% success rate if project is spotlight
   2. 97.4% success rate if the category is not technology, sub category is plays and you have more the 40 backers.
   3. Likelihood of failing increases 3.47x if it is not a staff pick
   4. Stick to English speaking Countries (average of 57% success)
   5. Stay away from Q4, 1.12x likely to fail
   6. When Subcategory is Rock doubles success rate
2. **What are some limitations of this dataset?**
   1. A lot of unnecessary data that can’t really be used to determine any conclusion (blurb/name/staff pic), without more background information.
   2. What information we had was not very detailed and vague which made it somewhat difficult to show correlations.
   3. Would like to have some info on currency exchange policy to see how much they are loosing with exchange rates.
   4. If the blurn could be used to provide more specific fields, could go deeper.
3. **What are some other possible tables and/or graphs that we could create?**
   1. Cluster Column – Compare categories across major fields (category by Country)
   2. Pie – Could be more visually effective when showing large discrepancies (
   3. Scatter Plot – To see groupings of certain data points
   4. Map – Show monetary gains or heatmap geographically on trending fields
   5. Funnel - To compare sizes of certain fields/categories/financial figures differences to target more successful data points.