Excel-Challenge Report – Sydney Robertson

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Theater is the largest category of Kickstarter campaigns, with almost double the amount of campaigns as next largest category (music).
   2. Plays are by far the most popular subcategory of Kickstarter campaigns in both the US and worldwide.
   3. The number of successful Kickstarter campaigns declines from May through the end of the calendar year.
2. What are some limitations of this dataset?
   1. The dataset only represents one point in time, so the “live” state must be constantly updated to get accurate information.
   2. The currencies of the campaigns are all different, so you would need to convert them if you wanted to compare goals and pledges accurately.
3. What are some other possible tables and/or graphs that we could create?
   1. The number of campaign backers compared with whether the campaign was successful or not – there may be a correlation.
   2. Comparing the goal amount to whether the campaign was successful or not – maybe lower goal campaigns have a higher chance of being successful.
   3. Looking at the count of states (successful, failed, canceled, live) over different years to see whether or not campaign in more recent years tend to do better or worse.