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January 9, 2021

Excel Homework Written Report

1. **What are some conclusions we can draw about Kickstarter Campaigns?**
   * The first conclusion that we can draw from the data is that the best Kickstarter campaign category is theater, which had 839 successful campaigns. Within the theater category, the most successful subcategory was plays, which had 694 successful campaigns. Given this knowledge, I would strongly support someone to start a theater Kickstarter campaign, especially for a play, due to its high rate of success.
   * The second conclusion is that the worst Kickstarter campaign category was journalism, which had 0 successful campaigns and 24 cancelations. Upon reflection, I would strongly deter someone from starting a journalism Kickstarter campaign, given its nonexistent rate of success.
   * The third conclusion is that the best month for Kickstarter campaigns is in May; with 239 successful Kickstarter campaigns launched that month. Given this information, I would strongly suggest one to start their Kickstarter campaign in May rather than in December, where the amount of failed campaigns exceeds the amount of successful campaigns.
2. **What are some limitations to this dataset?**
   * A limitation to this dataset is that it gives no explanation as to why certain campaigns were successful and why other campaigns failed. This would be useful information since it would give the reader a better sense of what went right or wrong during each Kickstarter campaign. However, it is hard to put this data into an excel file, so it would probably have to be done some other way.
3. **What are some other tables/graphs that we could create?**
   * We could create a PivotTable and Graph of the average donation by category and subcategory. This would allow us to see which category and subcategory brings in the highest average amount and lowest average amount donation money. This would be useful because then we could see which Kickstarter campaign brings in the most money.