Excel Homework Report

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

We can safely assume that it is not wise to invest in or back a journalism project. Looking at the data, we can see that there were 24 campaigns in the works, and all 24 were canceled.

We can conclude that it is wise to invest or back a theater campaign. It is the category with the most campaigns started, and it also has the highest amount of successes.

Given the data, we can also infer that campaigns with smaller monetary goals have higher success rates. On average, the larger the goal, the lower the success rate.

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

A limitation of this dataset is that we don’t know what information is used to determine the whether the project was successful, canceled, or failed. It could be based on number of viewers, gross revenue, how long it aired, etc. Depending on what that metric is being used, the status/outcome of the project could vary.

Another limitation is the different currencies being used in this dataset. It skews the data because some currencies are stronger than others. It would be more effective to compare financial data if we were only using one currency.

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

One graph that we could create should be Percentage successful, Percentage failed, and Percentage canceled by Category and/or Sub-Category. While we can currently see which category had the most successful outcomes, it is not an accurate depiction of which category is the most successful because the total number of projects in each category greatly varies.

It would be interesting to look at a graph of Percent funded vs the Outcome of the campaign. This way we would be able to draw conclusions about whether there is a correlation between funding and the success rate of the campaigns.

From a financial aspect, we could also look at Average donation and Number of backers vs Percent funded. This way we could determine what the best strategy is in order to reach funding goals. We could decide whether it is a better idea to have smaller average donations and more backers or larger average donations and less backers.