**Kickstarter Excel Homework**

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

The results from “Category Stat”, “Sub-Category Stat” and “Outcome Based On Launch Date” pivot tables draws three conclusions that can be made.

In the “Category Stat” worksheet, the pivot table focused on states for “Cancelled”, “Failed”, “Live” and “Successful” by countries. It is clear the top three countries with Kickstart Campaigns activity in order are United States, Great Britain, Canadian and Australia.

In the “Sub-Category” worksheet, it is clear Kickstarter Campaigns is most popular in the “Theater/Plays”. Changing the filter to display by “Category” as opposed to “Sub-Category” it is clear that Kickstarter Campaigns for “Music” is second most successful.

In the “Outcome Based On Launch Date” worksheet, it is clear that the Kickstarter Campaigns steadily increased in activity from 2009, but after 2013 it really started to pickup and peaking at 2015, before starting to see a decline in activity after 2015.

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

There are limitations with 2009 and 2017 because the dataset is not for the whole year.

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

Other graphs could be average cost of successful Kickstart Campaigns, number of days from launch to deadline, campaigns funded versus campaigns that are underfunded, category versus backers count are some possible graphs and tables to look at. These will provide more metrics to other areas that will see trends in where people are see successes.