Excel Challenge

1. Based on the data, we can conclude that “music” has had the greatest success ratio of all the parent categories at 77%, web kickstarters have never had enough backers to create any successful campaigns, and the month of May has been the most successful month for kickstarter campaigns in this dataset.
2. Limitations of this dataset include having a small sample size of 4,000 since it’s stated that there’s been more than 300,000 kickstarter campaigns. Partial data could be incorrect due to currency conversions and some of the campaigns listed might be irrelevant as they were canceled before they even launched.
3. Possible graphs that could be created to further analyze this data include, a histogram to analyze funding goals by category and pie charts for the different categories and subcategories that reflect the average donations.