**Excel Homework**

Nupur Mathur

**What are three conclusions we can make about Kickstarter campaigns given the provided data?**

1. Campaigns within the music parent category had the highest chance of success
2. Theater was the most popular parent category, with most of the campaigns falling in the plays sub-category
3. The US accounts 74% of all Kickstarter campaigns and the only country to have radio & podcast campaigns

**What are some of the limitations of this dataset?**

There is no information in the dataset about whether or not there was a marketing spend behind the campaigns while they were live. There is also no information on if the deadline was extended for any of the campaigns. It would also be good to have data on how the donation amounts varied through the live campaign. Whether it was front-loaded or if they were trying to hit their goal up until the last moment could be looked at by category to see if here is any relationship between those metrics.

**What are some other possible tables/graphs that we could create?**

* Create a pivot table and line graph to see if the average donation affects the success of a campaign
* Create a pivot table and a bar chart to see if being a staff pick affects the success of a campaign
* Create a scatterplot of how the campaign goal to the actual amount pledged to if there is any correlation between to two