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| Unit 1: Questions: 1: Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?  2: What are some limitations of this dataset?  3: What are some other possible tables and/or graphs that we could create? | |  | | --- | | **EXCEL HOMEWORK** |   Conclusion 1:  When analyzing the success rate according to each category: Music, Theater, Film & Video achieved the highest success rate with 77%, 60% and 58%.  Conclusion 2:  When analyzing the amount set for the Goal and the projects chances at success, failure, or cancellation: it appears that the higher the goal set for the project, the lower the chances for success.  Conclusion 3:  When analyzing the duration of a project: the most successful projects lasted between 10 to 29 days with a success rate of 72%. Projects lasting longer than 90 days had a 99% rate of cancelation.  1: No data on marketing and promotion for each project.  2: No data on engagement, including comments & updates.  1: A table that analyzes the duration of all the projects and the outcomes.  2: A pivot table and bar graph that show the total dollars pledged to all projects showing which pledges went to successfully funded projects vs unsuccessful projects. |