Excel Homework – Summary Report

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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. ‘Music’ and ‘Theater’ categories lead the successful campaigns and the subcategory ‘Plays’ does best amongst all subcategories in the month of ‘May’ if the goal is lesser the success rate is higher.
   2. From a country standpoint, ‘US’ seems to do better with the kick-starter campaigns than other countries
   3. On a very high level, there are more successful campaigns than failed campaigns. However, the average successful campaigns raise lesser money than the average failed campaigns, which seems to imply that we have to focus the efforts on making bigger campaigns successful

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| **Row Labels** | | **Count of state** | **Sum of goal** | | **Sum of pledged** | | Goal per Campaign | | Pledge per Campaign | |
| canceled | | 349 | $ 180,776,788.00 | | $ 2,542,931.51 | |  | |  | |
| failed | | 1530 | $ 92,651,279.00 | | $ 2,838,967.40 | | $ 60,556.39 | | $ 1,855.53 | |
| live | | 50 | $ 969,039.00 | | $ 196,109.38 | |  | |  | |
| successful | | 2185 | $ 21,559,363.81 | | $ 40,595,733.37 | | $ 9,866.99 | | $ 18,579.28 | |
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| **Grand Total** | | **4114** | **295956469.8** | | **46173741.66** | |  | |  | |

1. What are some limitations of this dataset?
   1. The methodology used to select these ~4000 projects from the broader 300,000 projects. This sample perhaps may not be representative of the population so the inferences drawn from this sample may not be accurate
   2. Not all countries are seen in the data and so we may be able to show different kind of graphs if more countries were included
2. What are some other possible tables and/or graphs that we could create?
   1. We could do a country-based graph on successful categories and see which country does better with ‘pledged’ amounts versus the goal.
   2. Using ‘Date Created’ and ‘Date Ended’ we can do some charts to see if the results are better if we run the campaign for more weeks or less weeks.
   3. To improve on the ‘failed’ or ‘canceled’ we can draw charts to see the data for just failed/canceled and compare the country, goal, pledged and what kind of categories are more prone to failing.