**01 Excel - Case Assignment**

**Starter Book Report**

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

Conclusion #1 – Case Successful Percentage Among Different Categories

* The Theater Category has the most cases (total number: 1393) and the successful rate is the 2nd highest among all categories (Successful Rate: 60%)
* The Music Category has the highest successful rate (77%).

Conclusion #2 – The Number of Cases Across Different Countries

* USA has the most amount of cases.
* The number of cases in the USA is more than the number of cases from all other countries combined.

Conclusion # 3 – Timing

* In the 3rd quarter (around August and September), the number of most states (successful, cancelled and failed) all dropped. In the beginning of the 4th quarter (October and early November), the number of different states (successful, cancelled and failed) started to rise again.
* The application starts from January.
* Not including live cases, there are more successful cases than cancelled or failed cases.

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

* This dataset doesn’t provide the source, so we can’t guarantee the quality and the accuracy of this dataset.
* This dataset may include outliers which would affect the accuracy of the analysis.
* There may be other values that need to be included in this dataset to make accurate analysis.

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

* The relation between the number of words in the blurb and the state
* The relation between deadline and state - How many non-successful (failed, cancelled and not live) cases missed the deadline?
* The relation between the number of staff and the state
* Category vs. donation – Which category has the most amount of donation and which one has the least?