**Excel Homework: Kickstart My Chart <Report>**

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**  
   • The results of the Kickstarter depends on the category/sub-category which means the category/sub-category is one of the key elements that make or break a success of the campaign. In terms of the category, Film & Video, Music and Theater got funded the most and they also met or exceeded the project’s initial goal. And plays, documentary and rock on the sub-category indicated the highest pledged of support and success rate.   
     
   • The results of the Kickstarter vary from month to month on a yearly basis. May has the highest success rate and December has the lowest. On the contrary, the failure rate is the highest through the summer season (Jun~July), and the lowest failure rate from February through April. As the grand total of the pledged of support increases, both the successful and failed rate increases as well.  
     
   • There is an inverse relationship between the amount of the initial goal and the percentage of success. Mostly, If the project’s initial goal is too high, the percentage of failure goes up and successful rate goes down.
2. **What are some limitations of this dataset?**

• There are more than 300,000 projects launched on Kickstarter, but this dataset only organizes a database of 4,000 past projects. There might be sampling errors in terms of statistics on this dataset. If there is huge difference between a sample dataset and the actual, the result will be different. To minimize sampling error, the number of database (samples) should be increased.

1. **What are some other possible tables and/or graphs that we could create?**  
   • The relationship between the duration of crowdfunding (Ended date – lunched date) and the percentage of success and failure could be plotted by using the data base stored within the ‘ended date’ and ‘lunched date’.

• The success and failure rate by country

• The correlation between staff-pick and percent funded or staff-pick and state(success/failure)