HW\_1 Excel Challenge

1. Given the provided data, what are three conclusions we can draw about

Kickstarter campaigns?

* The category with the greatest number of successful campaigns is in the theater, and the greatest sub-category is plays.
* The number of successful campaigns generally decreases over the course of each year.
* The greatest number of failed campaigns is also for the theater category. This makes sense given that the largest number of total campaigns is also for the theater category.

2. What are some limitations of this dataset?

* The data does not break further down below country to see regional or other geographic influences.
* It would also be helpful to compare all campaigns under a single currency for comparison; this would require exchange rate information for the corresponding dates of each campaign fund pledge.
* There is no information regarding the source of pledges which would be highly valuable to understand if you were trying to finance a campaign and wanted to know the demographics of your target audience.

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

* Comparing the state counts to the spotlight information. This would help in understanding the effect of being spotlighted on the platform.
* Comparing the goal of each campaign to the state counts that are filtered by categories and sub-categories. This would help in understanding how to forecast whether or not a campaign would be successful based on the estimated cost to fund it in the first place.