**KICKSTART CAMPAIGN ANALYSIS**

**Excel Home Work Assignment**

* Musical campaigns have the highest demand with about 70% of campaigns successfully funded from overall musical campaigns funding requests.
* Theater campaigns are 38% funded of the overall successful campaigns reflecting higher interest in live performance. Theater category continues its success with highest live performances.
* Journalism demand is diminishing given lowest funding.
* No information on fields; “Staff Pick” and “Spotlight” that may additionally help in analysis for success or failure results.
* Additional information on campaign’s city if provided may help in deeper understanding of success and failure versus demographics.
* Alternative charts could be
  + Pie chart
  + Line chart
  + Combination chart – Clustered Column and line