excel-challenge

Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome. Getting funded on Kickstarter requires meeting or exceeding the project's initial goal.

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

* Sixty-four percent of successful project campaigns received funding for projects associated with the arts (i.e., music, theatre or film and video).
* More than 50% of all successful projects were based in countries with large urban populations (e.g., US, UK, AU, DE, FR & IT). Those categorised as ‘the arts’ are amongst the most successful. Although, arts campaigns, particularly theatre plays, had quite a high number of failures in the US.
* The most successful campaigns appear to be those that run during the northern hemisphere summer. This period is also associated with fewer failures and cancellations.

1. What are some limitations of this dataset?

* The data values for the data item country are not defined and not all country codes are well-known. A suitable country code map was not found.
* Data is only reported at the country level which limits our ability to generalise findings (i.e., likelihood of success or failure) to any proposed projects based in specific locations within a country.

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

* A pivot chart line graph that visualises state, and filters based on parent category and percent funded
  + This would allow a more fine-tuned analysis of projects categorised by state
* A pivot chart line graph that visualises state, and filters based on parent category and project duration (date created conversion – date ended conversion)
  + This would allow us to tweeze-out detail regarding the relationship between project duration and state. Did ‘failed’ projects fail quickly!