

Lucas da Silva

SMU Boot Camp – Data Science

June 20th, 2021

Excel - Kickstarter Homework

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
 - The Categories of campaigns with the highest success rates are Music (1), Theater (2) and Film & Video (3).
 - o Among the three most successful categories listed above, the campaigns that achieved their financial goals were the campaigns that on average had the lowest initial goals.
 - The most successful sub-categories are Rock (Music), Plays (Theater) and Documentary (Film & Video)
 - o The sub-categories of Rock and Documentary had 100% success rate. Among plays, the campaigns with an average goal of less than \$5000 were successful.
 - For music campaigns the most successful campaigns started in January and May. For theater the most successful campaigns started in May, and for film & video the most successful campaigns started in March.
2. What are some limitations of this dataset?
 - It would be interesting to understand how these campaigns were advertised because that probably influences part of their success. For example, were these campaigns advertised through social media, through professional networks, through family and friends... By understanding how these campaigns were made know to the public, it could help determine what are the most successful ways to advertise a campaign.
 - It would be interesting to know how the backers rated the campaign and what drove them to pledge to a specific campaign. This way one can understand if the backers are more attracted to a campaign because of its cause/purpose or by how well the campaign was presented to them.
3. What are some other possible tables and/or graphs that we could create?
 - Average goal (dollar amount) for successful campaigns
 - Average pledge per backer for successful campaigns
 - Average length (number of days) of successful campaigns