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Excel Written Report

Background

Kickstarter is a global community centered around creative individuals and their projects. Since it’s in founding, over 10 million people have backed a project on Kickstarter. In this report, we will attempt to uncover hidden trends among Kickstarter projects to determine what defines the success or failure of a Kickstarter campaign utilizing Pivot Tables in Excel. The following data covers mid-May 2009 to mid-March 2017.

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Dividing the Kickstarters into categories shows four primary categories: Film & Video, Music, Technology, and Theater. The theater stands as an outlier of nearly double the other three and is successful ~2/3 while failed ~1/3. Music has a lower total, but the success is higher at ~3/4 with the failed at ~1/4. Technology shows the lowest chance of success at 1/3, with 1/3 contributed to failure and 1/3 canceled
   2. The theater is the most active category, and this is primarily made up of plays.
   3. The Outcome Based on Goal showed a downward linear trend as Goal size increased. There is a flat section from 20,000 to 40,000 with 50% success. At ~$40,000 it steeply drops off to <20% at 50,000.
   4. There is a steep drop in Success in December. There is an upward trend through the spring and then a downward direction towards September, where the school year starts.
2. What are some limitations of this dataset?
   1. The data is heavily skewed towards the US. ¾ of the information is coming from the US. Comparing the rest of the data to the US, we see similar trends. There appears to be a higher success rate in the US, which may be due to environmental factors such as advertising in different countries.
   2. There is no data on what months the funds were collected. I would like to understand which time of the year had a higher frequency of donations.
   3. The currency has not been standardized.
   4. We don’t know the ages or backgrounds of the backers. The monthly data seems to reflect US schools and holidays.
3. What are some other possible tables and/or graphs that we could create?
   1. It would be interesting to omit the successful with small numbers of donors to see the success and failure of the ‘popular’ campaigns. I would remake all the graphs after first sorting by backers and then create new pivot tables based solely on campaigns with >10 backers.
   2. We could look at how they used capitals and punctuation in their titles and length of titles.
   3. Compare length of Campaign vs. success.
   4. Staff\_pick and Spotlight vs. success