Anna Rodell

Data Analytics

Cohort 1 TuesThur

Excel Homework

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

* The technology/hardware category has a higher funding success rate than other technology categories on Kickstarter.
* Rock Music Kickstarter campaigns have 100% success rate for being funded during this time period.
* Video game Kickstarter campaigns have 100% failure rate during this time period.

2. What are some of the limitations of this dataset?

* This dataset isn’t very current. It starts in 2009 and the most recent date is early 2017.
* The dataset contains data on whether or not the campaign was chosen as a staff pick but we do not know how staff picks are chosen. We also do not know how campaigns are chosen to be featured as a spotlight.

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

* How successful are the campaigns that are Kickstarter staff picks vs those that are not chosen to be featured as staff picks?
* How successful are the campaigns that are chosen to be a spotlight by Kickstarter?
* What is the average rate of success over time in each category of Kickstarter campaigns?