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Excel Homework Report

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

The first conclusion we can come to is that campaigns pertaining to theater are the most common by a wide margin. Because of this, they have the highest number of both successful and failed campaigns. Though theater has the highest number of successful campaigns, music has the highest success rate at about .79 excluding live campaigns.

The second conclusion is that campaigns with goals less than 1000 have the highest success rate and lowest failure rate. This makes sense as campaigns who set realistic goals are more likely to be considered successful than ones who make their goal outrageous numbers.

The third conclusion is that if the US and Great Britain are filtered out of the data, the most common campaign becomes technology. Around half of all campaign in Great Britain pertain to theater and 1/3 of campaigns in the US pertain to theater. These two countries widely skew the grand total in favor of theatre. However, even though technology is most common without the US and Great Britain, campaigns pertaining to technology are still less successful than campaigns pertaining to theater.

1. What are some limitations of this dataset?

One limitation of the dataset is failure to consider whether the campaign piggybacks on the campaigners’ previous work or whether it is entirely original. Campaigns where donors are familiar with previous works I would think are more likely to be successful.

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

A line graph could be created comparing the years the campaigns were created and the total number of campaigns in that years to analyze a trend of if there is an increase in the number of campaigns throughout the years or not.

A bar graph can be created comparing countries and the number of successful campaigns of certain categories in those countries.

A scatter plot can be created to analyze if there is a correlation of the number of backers and the average donation.