Adrienne Lewis

Data Analytics Bootcamp

Homework 1- Excel

11.26.2018

**Conclusions about Kickstarter Campaigns**

Success by Category:

From the data we can conclude that kickstarter campaigns in the theater category are most numerous. While these campaigns have a high number of successes, they also have a high number of failures. Music is the second most popular category but has a slightly higher success rate than theater.

Certain types of music are much more successful on kickstarter than others. Rock and indie rock have a very high rate of success while jazz and faith are very likely to fail.

In the theater category, plays are much more likely to get funded than musicals or spaces.

Success by Date:

The data does not show a strong correlation between the success of kickstarter campaigns and date. It seems that success may decline slightly at the end of the year, perhaps due to holiday spending.

Success by Funding Goal:

Based on the data we can conclude that campaigns with goals under $1000 are much more likely to fail. Success rate increases drastically for projects with goals over $1000. After that however, the goal amount has little correlation with the success of the campaign.

**Limitations of the Dataset**

The data does not account for how the campaigns were promoted outside of kickstarter. For example, the online presence and popularity of the party or parties launching the campaign could make a big difference in the success.

Projects are categorized as “canceled” even if they met 100% of their funding goal. It is possible that the project was simply canceled because the funding goal was met early.

**Other Useful Graphs and Tables**

Number of backers (popularity) of campaigns based on category and sub-category- This chart could help show what campaigns get the most attention and number of donations, even if the donations are small.

Percent successful by category and sub-category- This chart would show the success rate of campaigns based on the categories, even if they are less numerous.

Average donations by category and sub-category- This would be useful to show which campaigns attract the most generous donors.