Excel Homework

1. **Conclusions about kickstarter campaigns**

Many notable conclusions can be made about the data from the analysis conducted on the kickstarter data. Initial observations from the tables created indicate Theatre is the most common kick starter and within it plays specifically are the most common campaign. While theatre has the largest amount of successful campaigns, music has the greatest percentage of successful campaigns within its category. Within music (the second most common kick starter project) rock is the most common sub-category. It has 100% success.

It can also be noted that Theatre is the most common kick starter in Australia with music as the least. Of 74 kick starter campaigns in AU, 41 failed (55%), and 19 succeeded (26%) the other 29% were cancelled campaigns. This is contrasting to global success rates (predominately US started projects) where 55% of the projects are successful.

Over the studied time period, more successful kickstarters started (were created) in May and less in December globally, however this is a gross trend that is notably varied base on country, category and year.

Most kickstarters have a goal of between 1000 and 5000 (currency is specific to country). While the amount of projects decreasing with increasing goal amounts, so does the likelihood of a successful outcome. The chances of having a successful campaign are greater below 5000 units, while changes of failure are greater upwards of 45000 units.

1. **Limitations of dataset**

Several limitations exist within the data. These include:

* It is only possible to analyse the data that is present. It is important to understand the likelihood external data may affect results. For example, the amount of “hours worked” on a project could have a correlation with success.
* Data is predominately from the US. Great Britain and Canada have somewhat robust datasets, however data from other countries is limited. This is important to understand as this analysis may be extrapolated and used to inform kickstarters in other countries. Limited datasets results in limited confidence in conclusions drawn.
* Comparing goals and pledged monetary amounts for all countries can be tricky due to different currencies, and should be noted when making observations about goal/pledge amounts. Exchange rates can affect these numbers.

1. **Other tables that could be created**

Many other tables or data arrangements could be made to draw out other evident trends.

A possible table to display more information could be Time taken vs success. We have the date that each project was created and the date submitted, from this we can determine the time it has taken each project to be completed. This data can then be graphed with likelihood of success to determine if the time people had impacted success.

Goal data and pledged data could each be binned and a table could be made comparing goal/pledged and state. Does the goal affect likelihood of success? Are those asking for larger sums of money less likely to have a successful project?

Determining if the Country of origin had any affect on the amount of money pledged and success rates of projects can help prospective kickstarters understand how receptive their audience (country) is to aiding kick starter projects.

1. **BONUS Backer Count:**

*Meaningful central tendency:*

For this analysis with such large variance and standard deviation, knowing all these numbers may prove valid. However, the best representation of central tendency, in this scenario is mode, The most common backer count.

The mean and the median in both cases appears to be affected by the larger backer count (outliers to the dataset) and may not provide the most central observation.

*Where is the greater variability?:*

The greatest variability is within the Successful campaigns, as expected. The failed campaigns failed to reach their threshold and many campaigns had no backers or a very low number of backers, and therefore the range would be expectantly smaller. With failed campaigns there is a lower limit of zero. Successful campaigns could be successful from one very large pledge, or many smaller ones, with no limit on how many.