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Excel Homework 1- Kickstarter

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

- The most successful projects were launched in May and June, but by December there was a significant decline in successful projects. That could be due to the holidays.

- Theatre and Music categories showed more successful projects, but the technology field show an even number of projects that were canceled failed and successful.

- Visual and Performance arts dominated the number of projects funded.

2. What are some limitations of this dataset?

- We don’t know why certain projects failed.

- We can’t really gauge if Kickstarter offered advertising tools for certain projects, and what would a regression analysis look like if the data was included.

- I would like to know if certain projects advertised on other platforms.

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

-We could create a graph that show how long it took to get each category funded. Some projects probably had a longer campaign life to be successful than others, and that might show a better picture of what we can expect from future projects.

- Gather data about the projects that used Kickstarter’s advertising tools and where each campaign placement was on the platform (i.e. Campaign placement).