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Excel 1 Homework Assignment

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Figure 1: Count of successful, failed, and canceled Kickstarter campaigns from 2009 to 2017.

Questions:

What are 3 conclusions we can make about Kickstarted campaigns given the provided data?

1. In general, most of the campaigns became successful, and there were more failed than canceled campaigns.
2. If we look at the status counts by month, we see the same pattern (successful campaigns outnumber failed campaigns, which in turn outnumber canceled campaigns) for 11 of the 12 months within a year. In December, there are slightly more failed campaigns than successful campaigns. This probably means that people have less money to donate because of the Holiday season expenses.
3. The number of canceled campaigns remains consistent throughout the year, at less than 50.

What are some of the limitations of this dataset?

1. What is the definition of a canceled campaign? Some canceled campaigns were actually over 100% funded, but they are labeled as canceled, so they were technically successful.
2. We do not know anything about the donors: age, sex, and, address, and income. For example, we could generate graphs to determine if some demographics explain donation trends.

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

1. A graphs/table which shows the percent successful, failed, and canceled campaigns. This can be based on the total campaigns started across 2009 to 2017, or by month.
2. A table that shows the average duration (days) of successful, failed, and canceled campaigns.
3. A graph that shows the average donation by category/sub-category.