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Excel HW 1 Report

What are three conclusions we can make about Kickstarter campaigns given the provided data?

Based on the data provided, we can conclude that the theater category has the greatest amount of Kickstarter campaigns created. Of the theater category, the data shows that plays are the most frequently created sub-category, eclipsing all other sub-categories in campaigns by a large margin. Finally, we can conclude that music campaigns have the highest success rate, with the highest percentage of successful campaigns in relation to the amount of total amount of campaigns.

What are some of the limitations of this dataset?

This is a very small sample size of the overall population. Over 300,000 projects have launched, and the dataset only contains a little over 4,000, resulting in a sample of only a little above 1% of the population, and thus the conclusions stated above may not really be reflective of the true population.

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

We can create columns in the initial data that calculates the percentage of amount funded. This way we can create a pivot table that shows the amount of successes and failures along with the percentages of the goal funded to try to find a correlation between amounts needed to fund a project and success.

We could also try to create a table that pulls averages by category to try to see the average amount of funding needed for projects of a particular category.