Report for Excel Homework

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

From the first table, the insights show us that the category that has a significant count in every state is Theatre; this tells us that Theatre resonates with those who like the performing arts. The category with the second highest count is music, then technology. The categories related to the performing arts show the most success when reaching their campaign goal, and high risk of not reaching their campaign monetary goal. The same can be said with Music; however, it shows that there is a high likely hood of the campaign taking off when looking at the count ratio of successful failed, Music shows a higher ratio than Theatre.

The second pivot table concerns itself with the sub-categories. We can see that plays have a total of 1066 with the most successful, the second most live, and the most unsuccessful. This is commonly associated with the theatre and is in the same row as theatre, therefore, share the same data. This is the same with the Rock subcategory and the Music category, and they appear to be far more successful than the other subcategories unrelated to the performing arts.

The final pivot table provides us with the state of campaigns over time and the count of the campaigns to their state. The highest point for all of the states the campaigns were in was in 2015 and the lowest in 2017. Kickstarter historically has had a lot of scams on the website, and the trust in consumers in Kickstarter campaigns started to wain in 2016 as the gradient between 2015 to 2016 looks rather steep for all three states and even steeper for 2016 to 2017. The only state variable that does not have a gradient is the live state, which only sees 50 campaigns being as such only in 2017. These campaigns are probably being supported by Kickstarter or have become independent of Kickstarter and become proper companies.

1. What are some limitations of this dataset?

The primary limitation is that the US accounts for a vast majority of the Kickstarter campaigns. It limits the data’s scope to practically one country and the data visualization to one country since the US accounts for 3038, whereas Sweden accounts for 21. In this respect, this data will be useful for the US market but not the Swedish, for example, as a result of the total numbers.

Another limitation is not knowing the range of donations and the frequency of contributions from the donors. Knowing the average is fine, but the range and the rate could give insights into to understand if a category gets more money at the beginning or the end of the campaign, how much was donated on which period.

A third limitation is the donors' reviews of successful and live campaigns. The data categorizes the success of a campaign as reaching its monetary goal and having data on reviews in either a 5-star range or a like/dislike ratio could give insight into the categorical data and could give us a reason why between 2015 to 2017 there is a significant decline of campaigns, similar to that of 2013.

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

* Staff pick per category stacked column bar chart.
* Currency based pivot table to find the most donated campaign category and sub-category.
* Spotlight per category stacked column bar chart.
* Average percent funded per category stacked column bar chart.
* Average length of time for a campaign per category bar chart.
* Conversion from foreign currency to USD table added to the raw data.