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MW Session – Data Vis

Excel HW 1 – Questions

1. What are 3 conclusions we can make about Kickstarter campaigns given the provided data?
   1. Overall, campaigns created between April – June are most successful compared to other times of the year. This could be potentially related to not being close to major holiday spending times in December or possibly around tax return spending times.
   2. Music category campaigns have the most successful campaigns overall (77% of that category’s campaigns), followed closely by theater category campaigns (60% success). However, journalism category campaigns have the lowest success percentage (0%). This could be due to the amount of money these types of campaigns on average set as their goal to meet. For example: lower goal campaigns could have an easier time raising funds/meeting their goal.
   3. Technology campaigns have very similar chances of being successful, being canceled, or failing based on the numbers in this dataset. This could be a warning sign to organizations of the risks involved as well as a warning to potential donors.
2. What are some of the limitations of this dataset?
   1. One major limitation in this dataset is that the records are not all in the same currency – therefore trying to compare amount of money raised between the different campaigns is incorrect unless we look at percentages to see what percent of the goal has been met OR you convert the individual currencies into one format. This also throws off comparing the “average donation” calculation between different campaigns unless we normalize this value somehow (such as mentioned above).
3. What are some other possible tables/graphs that we could create?
   1. It would be interesting to compare the success of campaigns compared to the location (country) in which they were launched (stacked bar chart).
   2. Comparison of how long a campaign ran compared to success to see if longer/shorter campaigns were more likely to succeed or fail. (line chart)