First, the data tells us that kickstarter campaigns are more likely to succeed in the first two quarters of any given year than in the last two.

Film, music, and theater are the only three main categories in which a campaign is more likely to succeed than otherwise. This could be an indicator as to the crowdfunders and their interests. Possibly other campaigns could improve their odds by drawing more inspiration from the arts.

Documentaries and rock music have a 100% success rate so far, along with a few other campaigns. It seems that the success rate of a given campaign has a lot less to do with the overall website success rate, and a lot more to do with the individual categories.

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There are a multitude of limitations with this data set: The deceiving numbers one can derive by simply calculating the overall success rate for the data is going to be skewed by the sheer overpowering volume of campaigns for “plays.” Without properly weighing the data to fit models better, the outcomes could be a lot more indicative of the data for plays than the data for anything else.

As with most datasets, the original table tried to give us some useful information, but the most important columns had to be created in a format that was actually helpful to us. Not necessarily a limitation, more so just an inconvenience.

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We could create many more graphs based on total run time for a campaign, original goal amount, average donation per category, backer count, percent funded per category, and many more. There were a lot of directions my mind went with the data that wasn’t utilized.

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Beili Chou

Excel Homework, Week 1