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Excel Homework Kickstarter Conclusions

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

From the data provided we can surmise that a larger number Kickstarter are successful than are failures, however, canceled Kickstarter mean that around half of all Kickstarter aren’t ever successful.

We can also understand that the largest number of successful Kickstarter are based in the category of theater, with plays topping the list at 694 successful Kickstarter. However, they also carry the highest amount of failed Kickstarter at 353. Music-based Kickstarter are also quite prominent and often are successful.

Nonmusical Kickstarter, specifically things such as food trucks and animation, both events that come with a large amount of work required, tend to not be successful. Kickstarter that fall into either category are much less likely to succeed compared musical or theatrical campaigns.

1. What are some limitations of this dataset?

This data set is rather small to be used as an example for the entirety of a site like Kickstarter, and it only applies to kick starter as well. Its possible that some of these projects might be more successful if they had been on a different, or perhaps most focused sites.

We also have no data on whether or not the Kickstarter promised in terms of rewards for their “tiers” of monetary commitment to their products, whether those rewards were delivered and whether the recipients found the rewards to be satisfactory. Anecdotally, I know of more than one Kickstarter that actually ended up unable to deliver the product AT ALL because they mis-calculated the costs to create and ship their backer rewards.

On the idea of satisfactory, this data set can only tell use whether the kickstarted items were funded or not, we don’t know anything about the success of any one of the products promised in this campaign.

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

We could create graphs and charts based around the amount of funding they received, possibly even noting by category which campaigns tended to be successful, but only hitting around 100 percent, compared to massively popular Kickstarter that get up into the 200 percent range or beyond.