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Excel Homework: Kickstart Data Review

1. **Chart

   Description automatically generated with medium confidenceGiven the provided data, what are three conclusions we can draw about Kickstarter campaigns?** Kickstarter is a funding platform directed toward helping creative projects get off the ground. It's entirely driven by crowdfunding, so people and their funding are the keys to success or a failure. Good news for anyone interested in starting their own Kickstarter campaign (per this data set as the instructions for the homework actually state only a third make it) it is more likely for one to succeed (53.1%) than to fail (37.2%) or getting canceled (8.5%).

The projects that are the most successful, are theater, music and film. This data shows us that projects under the arts are more likely to be successful, vs projects under technology, food, and publishing which were the least successful. On a more vexatious note the most likely projects to fail are, taking the first place again, is theater followed by technology and third once again, film and video.

While this may seem obvious, for the most part, the more backers that a project has, the higher chance of success. The information seems to suggest that one would need at least 27-62 backers to ensure that there is some form of backing, though there are some variables that might break this rule. One example would be: that maybe a project is so small that it only needs one or two backers to make the project possible, like “CENTROPYMUSIC” was funded by one person because the amount was $10. Another example: A project could have a good number of backers, but not an appropriate amount of time to reach its goal, in the project “WHERE IS DANIEL? The feature film” the goal was $30000, but there was less than a month’s time to reach this, so even with 1293 backers, who on average gave 119, time was not on this project’s side.

1. **What are some limitations of this dataset?** This dataset is not large enough to be an accurate representation of projects on Kickstarter. As stated before, the instructions for the homework state that one a third of kickstarted projects are successful, yet with our data it seems a little more than half succeed. Also for some reason this data shows that Theater has the most success and is the most popular with amount of theater projects, yet the projects most likely to succeed per Kickstarter’s website are Music, film & video and games, games being the most popular projects followed by design and technology.

We had a data set that broke things down into months, but it would have also helped to see what categories were most popular during a certain number of years, or time periods to see if maybe trends of other external factors were at play as to why for whatever reason.

Another thing that would have been interesting is to see what people would be receiving in exchange for heling fund a project. Someone’s decision to support a project could also be influenced if they feel as if they are also getting something out of it or not.

1. **What are some other possible tables and/or graphs that we could create?** 
   1. In one the examples of outliers for unsuccessful projects, I stated that “WHERE IS DANIEL? The feature film” was not successful probably due to its very short time frame, it would have been interesting to do a table or a graph on the duration of a project and see if that also affected its success or not.
   2. Maybe some type of data set that covered how thing would change with and without theater.