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Excel HW – 01

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

Based on the data provided the first thing conclusion we can draw is the largest or most popular style of campaign in Kickstarter was the parent category Theatre with sub-category “plays” leading the category with 1,066 campaigns. Additionally, not only was the Theatre category the most popular by total count but this group also had the second highest percent to total success rate at 60%. The second conclusion we can draw is that the most successful type of category was the Music parent category with a success rate of 77%. However, I don’t believe based on this that we can say that the Music category was more successful because people on Kickstarter like music better than other categories. Instead I believe that the Music category may have been the most successful because it had the lowest average goal of only approx. $7,000 per project. When we mapped campaign outcomes versus goal amounts, we saw a direct correlation that as the projects goals became higher, they experienced a lower success rate. Based on this the true second conclusion is there is a strong correlation to the amount of the goal and the total success rate with project; with goals under $1,000 being more than three times more likely to succeed then projects with goals over $50,000. Additionally, campaign success rates chances cut almost in half after the project goes over $45,000. The third conclusion we can make about this data is in regards to timing. Based on the data campaigns that are started in the first quarter of the year average a success rate of 59% while campaigns started in the rest of the year average only a 52% success rate with Q3 and Q4 having the lowest at 50% and 51% respectively.

1. What are some limitations of this dataset?

One of the major draw backs I noticed regarding this data set was there was not insight into the backers themselves. Additional information including gender mix of backers, average age, education status and other information could have provided deeper insight into who we should be targeting campaign types to in order to better increase our chances of success.

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

* Pie charts by category showing each categories outcome by percentage.
* Pivot table showing average Goal by category and outcome.
* Pivot table showing average donation by backer and number of backers by category.