Kickstarter Campaign: Excel Challenge

# Conclusion

Based on the data gathered, we can draw the following conclusions:

1. Out of all the categories provided, supporters tend to give more to theaters, specifically campaigns surrounding plays (694), followed by Rock Music (260) and then Documentaries (180).
2. The highest number of backers were in July, but more campaigns that reached or exceeded their goals were in May.
3. Organizations who specialize in the arts (theater, film & video, and music) have more success using Kickstarter campaigns.

# Limitations

One of the limitations found in this study is the varying lengths in time that these campaigns were open. There weren’t any set time lengths for the campaigns which makes it difficult to determine if the length of the campaign makes a determining factor in the success of it. Another limitation is the high variations in the number of successful campaigns during the year (see chart). The variance in the number of successful campaigns by month was 974.26, and the mean was 182.08. The number of successful campaigns has such a high variation from the mean it is difficult to determine whether certain months are better to start a fundraiser than other months. Also, there were some campaigns that did not yield any values which could make it difficult to determine if those campaigns were successful or not.

# Other

Some other graphs that could have been created, a box chart; this would help easily identify any outliers. A pie graph- a pie graph would’ve given a better visual of which area had the most successful campaigns. We could have also used a scatter plot which could’ve been used to show the relationship between each category of the campaigns and the amount raised. Lastly, a scatterplot could have been used to better illustrate the trend in which campaigns in certain categories are going.

# Bonus Analysis

Based on the data provided, the mean of successful campaigns was significantly higher than the unsuccessful campaigns. Thus, illustrating that Kickstarter campaigns yield more positive results overall. Also, the variability with successful campaigns were greater than the unsuccessful, which further illustrates that there are some limitations in the data that include but are not limited to: the time of year, the type of campaign, and the duration of the campaign. Furthermore, the data concludes that the high variances are more difficult in determining what trends would make for a successful Kickstarter campaign.