Kick Starter Excel Data Analysis

# Response to Questions

1. What are **three** conclusions we can make about Kickstarter campaigns given the provided data?

Based on the data provided, it appears that well over half of all KickStarter projects are successful, especially projects with financial goals between $1000 and $10000. This seems to contradict the remark in the instructions that only a third of projects meet with success, at least for this dataset. Additionally, and rather obviously, the most successful projects are the ones that receive as much or more funding than their stated goal amount. Finally, the more expensive the project, the less likely it is to succeed, based on the information in the bonus activity.

1. What are some of the limitations of this dataset?

Not included in the count of records are records which are blank or contain uncountable data. The analyst should anticipate the limitations of missing data in a large dataset to prevent methodological flaws and misinterpretations of research findings. The data also doesn’t tell us much about other factors that weren’t included in the data set, including sub regions of countries where projects were more successful and demographic information about the donors, where they live, and what their income level is among other considerations.

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

One interesting graph might be the state relative to the percent funded, and maybe even include the country of origin. Another might be state relative to the length of time between date created and date ended, to determine if longer projects are less successful than projects that wrap up within a week, month, quarter etc.