UC Berkeley

Data Analytics Excel HW

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

One of the conclusions that we can draw about Kickstarter campaigns are that they have a higher success rate in May as opposed to the other months in the year. Another conclusion is that with the exception of a few Kickstarters, all of the failed or cancelled Kickstarters did not come close to the goals initially set forth. Lastly, we can conclude that the higher the initial goal, the lower the success rate for the Kickstarter.

1. What are some limitations of this dataset?

A few limitations set forth by the available data include outside influences such as geography and demographics that Kickstarters focused on. Also, they don’t include any advertisement that may have helped boost some of the success that some had. Lastly*,* the live Kickstarters still may be cancelled or fail at the end of their cycle and that information is not captured in this data set.

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

We could use a pie graph to help display the whole picture in determining the success, cancelled, failed, and live Kickstarters. This could help condense the bigger picture and grasp as a whole picture.