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Excel Homework

3/2/19

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. We could conclude that generally, the greater the goal value the greater the risk of failure or cancelation for the campaign.
3. We can conclude that campaigns started in December have a greater chance of failure than success in attempting to reach their goal.
4. We could conclude that film & video, theater, music, and technology industries are more likely to seek crowd based funding given the distribution of total campaigns launched.
5. What are some of the limitations of this dataset?

The dataset does not adequately explain reasons for cancelation. Did the campaign cancel preemptively due to lack of funding and no hope of reaching goal? Was there another reason?

The dataset does not cover the appeal factor of the campaign. How effectively did the campaigns message reach their audience.

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

Percentage of outcome (rather than just total values) per category/sub-category.

Number of backers to outcome, filter by category/sub-category.