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Excel Analysis

First, we can look at the goals set by the various kick starters and see that the lower the goal is the higher the chances of successes. On the Outcome Based on Goals sheet, the less than 1000 goals saw a success rate of 71 percent while the goals greater than 50000 saw only a success rate of 19.37 percent. The rate of success drops the higher the goal is for a kick starter with only a small bump in success around 35000 to 39999 and 40000 to 45999 which quickly drops again. Having a smaller goal might equate to an easier and more achievable goal but it can be also said that having a smaller goal might mean that less money would be seen as having been lost if it fails or gets canceled. Compare that to a kick starter with a goal within the upper range goal of 10000 where it requires more pledges to achieve. Yes, having a higher goal might guarantee the backers a higher quality kick starter but it is also a double edge sword where the expectation and promise may be seen as having a higher risk attached to it resulting in failure and cancelation hitter harder than for a lower goal kick starter. Thus, the smaller the goal the higher the success rate due to such kick starters being low investment and low risk when compared to their higher goal counterparts.

Moving on we can see from the pivot tables with the Category sheet, that the three categories that have seen more success are the theatre, film & video, and music genre. For theatre, the rate of success is around 60 percent. For film & video the success rate is 58 percent. While the music kick starters had a success rate of 77 percent. From here we can infer that this popularity among the three may be indicative of their nature in how they have a decent audience size that wish for more titles and works within their respective genre. Though it can be further pointed out that the music kick starters fare much better than the other two if we look at the percentage of failures in comparison to the successes. The music kick starters percentage of failure is only 17 percent compare to 35 percent for theatre and 34 percent film/video whose failures made up a third of their total attempts. Music does better because it is more openly accessible than a theatre plays and less expensive when it comes to cost of production compared to the likes of a film/video. Thus, a cheaper more accessible outlet may see wider appeal among members of different communities.

So, if one were to go for a music kick starter what genre of music would they choose if they want to up their chances of success? This is where we need to investigate the sub-categories of music where we can see that both indie rock and rock have the highest success rate. Here for the rock music success is at 100 percent out of 260 kick starters while indie rock is at 88 percent out of 160 kick starters. But the success of these two types of music genre in comparison to that of pop, jazz, and metal may point to a wider reach with rock and indie rock. Thus, if one were to make a music kick starter then choosing either rock or indie rock will help increase the chances of success.

Though I have talked about what we can inferred from the data available, it is best to note that the data itself is limited. First and foremost, the list of kick starters does not tell us much in terms of who really support these kick starters only that the kick starters started in a certain country and it had a goal and whether the goal was reached or not based on the pledges they achieved. This means that we can infer where the kick starters originated from and what type of kick starters will fail, succeed, and so on but will lack any real look into who exactly support, in the broad sense, kick starters centered around technology, music, or games. Gender, age, socio-economic factor, and so on may be vital into expanding on why certain kick starters are supported and others are not. Another limitation would be that the data we have for the number of successes, failure and cancelations for the kick starters is skewed in a way. Such as the total amount for journalism kick starters is only at 24 while something like food has a total of 200 and the theatre category has 1393 in total. It does not mean we need each category to have exact totals, but we need the categories to have totals that are close enough in range to each other that the distribution of the data does not give us skewed data. Thus, we would need a larger data pool to draw from.

Based on the current data, we could create a graph based on the average amount of money spent based on each country of origin. This graph could tell us how the average is spent per country on kick starters and if there are any similarities between spending amongst the countries listed. If necessary, we could include category or subcategory as a factor to get a broad picture of what people are willing to spend money on. From this extra graph we could possibly infer further on how money/cost might influence whether or not a kick starter might succeed or not and whether country of origin might affect the spending on the available kick starters.