**ZWEIBACK, DAMITA**

**GWARL2018-11DATA13 11/29/18**

**UNIT 1 – ASSIGNMENT – KICKSTART MY CHART (EXCEL)**

**TASK 14 – LAUNCH DATE OUTCOMES QUESTIONS**

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

It was given in the instructions that while KickStarter has been deemed a successful crowdfunding service, the percentage of projects that achieve their goal is very low. “Only a third have made it through the funding processing with a positive outcome”, according to the instructions.

In looking at the Category Stats table and graph, overall (across all countries) projects in the “theater” category have had the largest success, followed by music, and film and video. Technology projects is the fourth category likely to have success, but only about a third of all projects submitted in this category are successful, while a little less than half of photography projects are successful. However, these outcomes change drastically, when we drill down to specific countries (other than the US). For example, in Australia, projects across all categories have very little success rate comparatively. The data also shows not many projects have been submitted through Kickstarter, which may indicate a new way of receiving funding in this country.

Diving a little deeper into the theater category, it appears that “plays” have the greatest success from crowdfunding, Within the “music” category, six out of nine subcategories are 100% or nearly 100% funded! These are: rock, classical music, electronic music, metal, and pop, at 100%; and indie rock appears to have 140 out of 160 (88%) of its projects successfully funded.

According to the Date Outcomes chart, there appears to be three times of the year that project success is on the rise: January-February, April-May, and September-October. An entity or person who is seeking funding should steer away from launching their campaign from May to September, and November to December, as the data show a steep decline in successful outcomes and increases in failure rates. The Goals to Outcome graph appears to indicate that projects with goals under $5,000 have a greater chance of success than other groups. And projects with goals of $30-$44,900 have a higher chance of success than those with goals between $20-$30,000 and over $45,000. Finally, projects with higher financing goals have a higher percentage of cancellation than those with lower financial goals.

**2. What are some of the limitations of this dataset?**

The dataset does not provide qualitative information. In other words, it does not tell us why some projects are successful, and others are not. And it does not tell not tell us why projects might be more successful during certain times of the year, while others are not. The dataset also does not tell us if a project is truly successful, since the only criteria appears to be meeting 100% of the funding goal. Some projects set goals as low as $1.00 and therefore were deemed successfully funded if the $1.00 was raised.

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

One possibility is to create a table or graph to compare the length of time between the date created and the date ended. It could be that projects with a longer horizon have better outcomes than those with short durations. Another possibility is to create a table/chart comparing different countries by category. This information would inform a project manager about which country to launch their campaign from, based on its likelihood of success by category type.