Kickstart My Chart

Excel-Challenge

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

Based on the category statistics, the following three categories, out of nine analyzed, have success rates over 50%: Music, Theater, and Film & Video (see fig.1). Music category has the highest success rate of 79.41% excluding related live campaigns and 77.14% including the live campaigns. This category holds 24.71% of all successful campaigns through all nine categories. It is a second largest category with a total of 700 campaigns, which equals to 17.02% of all campaigns in all nine categories. Music category is successful in all countries which run campaigns under this category. The rate of canceled campaigns in Music category is 2.86%, which is only slightly higher than the rate of canceled campaigns in the Theater category. Theater category is the second successful category with a success rate of 61.29% excluding related live campaigns and 60.23% including the live campaigns. This category holds 38.40% of all successful campaigns through all nine categories, and it is the largest category out of all. The total number of campaigns in the Theater category is 1,393, which is 33.86% of all campaigns in all nine categories. Out of three leading categories, this category has the lowest rate of canceled campaigns, which is 2.66%. Theater category demonstrates geographical sensitivity, and while its success varies from country to country, it fails completely in Austria, Netherlands, and Mexico. Film & Video category does not have campaigns in many countries, and while it has a few successful campaigns in Spain, France, and New Zealand, the majority of successful campaigns are in the U.S. As the third successful category, it has a success rate of 57.69% and 7.69% of canceled campaigns rate. This category holds 13.73% of all successful campaigns through all nine categories, and it is the fourth largest category with a total of 520 campaigns and with 12.64% share of all campaigns in all nine categories. It should be noted that the least successful category out of all nine categories is Journalism. This category has 0% of successful campaigns and 100% of canceled campaigns.

Based on the subcategory statistics, out of nine subcategories in the Music category, the following five subcategories have 100% rate of success: Rock, Pop, Electronic Music, Classical Music, and Metal (see fig.2). The Indie Rock subcategory has 87.5% rate of success. The largest subcategory is Rock, consisting of 260 campaigns, which is 37.14% of total campaigns in the Music category. The most successful subcategory out of three subcategories in the Theater category is Plays. It is the largest subcategory in the given category, and it has the highest rate of success, which is 66.28% excluding related live campaigns and 65.10% with live campaigns. There are 1,066 campaigns under the Plays subcategory, and they makeup 76.53% of all campaigns in the Theater category. Film & Video category is divided into six subcategories, and the following three subcategories have 100% success rate: Documentary, Shorts, Television. Documentary is the largest subcategory consisting of 180 campaigns and making up 34.60% of the total amount of campaigns in the Film & Video category.

Analysis of relationship between the launch date and success of a campaign for all nine categories during the nine-year period, between 2009 and 2017, demonstrates grows in the number of successful campaigns and decrease in the number of failed and canceled campaigns for campaigns launched in February and April (see fig.3). The highest number of the successful campaigns, with a grows rate of 22%, is observed among those campaigns that were launched in May, however, the number of the failed campaigns among those launched during this month, increases as well, with a growth rate of 24%. The worst month to launch a campaign is December. The number of the successful campaigns is lower than the number of the failed campaigns, and its growth rate is -39%.

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

This dataset does not include most recent statistics for 2018 and 2019. It provides data only for 9 categories out of 15 available, and it does not have data regarding the experience of creators.

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

Other possible tables and/or graphs could be created to study the following:

* Relationship between campaign goal and its success rate
* Analysis of campaign length and its success rate
* Number of campaigns by country
* Success of categories by country
* Relationship between a campaign goal and the amount pledged