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Report on Kickstarter campaign

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

**Conclusion #1:**

The most common terminal states for Kickstarter campaigns are success (53.1%) and failure (37.2%).

**Conclusion #2:**

The country with the most campaigns is the US.

**Conclusion #3:**

Most campaigns that fail don’t even come close to succeeding: fewer than 1% of failed campaigns (12 out of 1530) even 70% funding, and the average funding level was below 10%.

**Question #2: What are some limitations of this data set?**

We do not have access to potentially informative data about funding; for example, we are unable to see when funding came in and in what amounts. Having access to that data would enable us to better understand the cadence of funding within and across different campaigns and might allow us to predict whether campaigns that are successful tend to be successful right from the start, or whether funding trickles in more gradually.

**Question #3: What are some other possible tables and/or graphs that we could create?**

It would be interesting to change the stacking format of the pivot chart to be 100% stacked, which might allow users to more easily visualize the *relative frequency* that each category ended up in each state, rather than the *count*.