

Excel Homework

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? Explain the reasoning behind your answers.
  - a. Campaigns for food trucks and restaurants are very unsuccessful. 85.71% of the food truck campaigns and 100% of the restaurant campaigns from the given data set failed. Find other means of raising funds for these things.
  - b. If starting a game campaign, make it a tabletop game. 100% of tabletop campaigns were successful, and no mobile games or videogames were successful.
  - c. Out of all the publishing campaigns, podcasts and non-fiction books were 100% successful, while the rest either failed or were canceled. Find alternate funding for fiction, art, children's, and translation books.
2. What are some limitations of this dataset?
  - a. The date range of the data is limited to 2009 to 2017. Some campaigns may have succeeded since then that follow a different trend now.
  - b. The reasons for certain campaigns failing or being canceled are unknown. Ones that were canceled for reasons other than lack of public interest – such as being deleted quickly and relisted, or canceled for personal reasons of the campaigner – are being lumped in together.
  - c. This is only 4k of the campaigns from that time period, so excludes several hundred thousand campaigns.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  - a. A comparison of the largest campaigns versus the smallest, to see if there is a connection between the size of the campaign and whether it succeeds.
  - b. Successful US campaigns vs all other countries' campaigns, to see if American campaigns generally succeed more than elsewhere. Can narrow it down to specific categories like technology.