Elyssa Irizarry

Excel Homework

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? Explain the reasoning behind your answers.
   1. 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.
   2. If starting a game campaign, make it a tabletop game. 100% of tabletop campaigns were successful, and no mobile games or videogames were successful.
   3. 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?
   1. 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.
   2. 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.
   3. 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?
   1. 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.
   2. 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.