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Excel HW 1

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1. 3 Conclusions that we can make about Kickstarter campaigns are:
   1. Projects in the theater category are the most common type of project with Plays being the most common sub-category by a great margin. Followed by Music, and then Technology. Something interesting that may also be concluded is that maybe the reason Theater (and even music) is the most popular is because some of the other categories have better ways to receive funding because investors may see a return out of projects in other categories such as tech, while smaller theater shows and bands often may not show as much of a return for investors so they turn to Kickstarter and hope people will donate and not expect much in return besides maybe a T-shirt, a CD, or a couple tickets for a show.
   2. Projects started in May have the most successful projects, projects started in January have the most failed projects, and projects started in December have more failures than successes. December also has the least amount of total projects started.
   3. In terms of percentages, projects in the Music category, have the highest amount of successful projects. 79.41% of finished music projects were successful. Journalism is the least successful, with **all** 24 of the projects being cancelled. Since that is a small sample size, it is better to say that food projects are the least successful. Only 14% of the 194 finished projects were successful.
2. One of the biggest issues with Kickstarter projects is that way too many times these projects fail to actually produce what they say they will or their projects get delayed. I know this from personal experience. I ordered a charger for my phone that was supposed to charge it faster (and it looked really cool), the projected met it’s goal and they kept pushing back the release for months, finally I get mine in the mail and it doesn’t charge at all. Hundreds of other people had the same issue and all asked for refunds which we got. That is a statistic that we do not have, how much money they had to refund due to failure to keep promises. A projects could be wildly “successful” and make double their goal, but they could lose it all due to refunds.

Another issue is that this is mainly quantitative data and not much qualitative data. Not all projects in the music category are the same. I could create a music project and scream into a microphone while banging pots and pans together and think that I have a 79.41% chance of getting backed because that’s what the data suggests using simple probability, but that of course is not true.

1. We could create a table and graph based on country. We could also create a table/graph for staff picked and spotlight projects and see if they actually have an impact on the success of a project. Another table is to see if having a lower goal leads to a higher success rate, which I now see is what the bonus is…