Erin Mandell

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Data Analytics Bootcamp

M/W Cohort #5

**Excel Homework – Kickstart My Chart - Conclusions**

* Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
  + According to this data set, Kickstarter campaigns have an approximately 50% chance of hitting their fundraising goals, with the remainder either ending up being cancelled (~10%) or simply falling short of their goal. The United States comprised about 75% of the total number of campaigns globally, Great Britain had about 15%, while another 19 countries together comprised the difference. Great Britain and the US had similar success rates.
* Within this particular data set we learn that there are more Kickstarter Campaigns in the ‘Theater’ category than any other category, with the majority (roughly 60%) being successful at raising their goal amount of money. When diving into this data a bit deeper we learn that the sub-category ‘Plays’ vastly outnumber all other types of projects (across all other categories even) for which Kickstarter is used as a fundraising mechanism, and again - usually with success. Coming in a relatively close second to ‘Theater’ in the total number to campaigns globally is the category ‘Music’. What I find quite interesting here is that the ‘Music’ campaigns have a high rate of success (77%).
* There are a few categories which seem to have a dismal success rate: journalism, food, games, and publishing in particular. We aren’t given any insight here as to why this is true, but clearly caution is warranted in these areas.
* Finally, it is interesting to observe that Campaigns are less likely to be successful at the end of the year. One might intuitively think that Kickstarter Campaigns might get a bump as ‘giving’ or ‘donations’ increase during the Holidays, but clearly the opposite is true. No doubt this is because household spending is focused on gift-giving and charity – not on fund raising that is typically more business start-up in nature.
* What are some limitations of this dataset?
  + I found this data set a bit difficult to analyze as it uses number totals instead of percentages which would allow us to better to compare the success rates against each other. While it does give the user a good feel for what types of projects Kickstarter is most frequently used, it doesn’t so clearly elucidate to what result.
* What are some other possible tables and/or graphs that we could create?
  + It would be interesting to see if the length of the campaign (# days) impacted results.
  + Also – we are given a column titled ‘Spotlight’ which at quick glance seems to have a pretty tight correlation to success / failure. It would be interesting to run a dot plot and a regression analysis to look at this relationship.