Excel Questions

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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. People like to support campaigns that provide entertainment
   2. There are a lot of playwrights out there that need funding or their campaigns have a low goal and are easily funded.
   3. The best time to submit a proposal is early in the year.
2. What are some limitations of this dataset?
   1. Do not know who the donors are ie- country of origin/socia-economic status/race
   2. Final outcome of campaign after funding?
      1. Was it enough capital?
      2. Were they able to finish the play? Bring the product to market?
      3. Did it meet the expectations of the funders?
3. What are some other possible tables and/or graphs that we could create?
   1. Goal vs Pledged
   2. Goal vs Country
   3. Country vs State (count)
   4. Sub-category vs % funded filtered by State = successful
   5. Spotlight vs state

Bonus Commentary

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.
   1. There are ~2100 successful campaigns, ~1400 (2/3) have 100 backers or less, therefore the Median of 62 backers better represents the typical support a campaign receives vs the Mean of 194.
2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
   1. There is more variability with successful campaigns. This make sense because the needs and offerings vary. Plays may not cost much to create or perform while technology campaigns may need a lot of resources but those campaigns also create a lot of excitement and a high number of backers. Failed campaigns do not generate much excitement or appeal to broad audiences and therefore do not show much variability in the # of backers.