Excel Homework #1

What are three conclusions we can make about Kickstarter campaigns given the provided data?

We can conclude that the most successful campaigns begin in the early summer months and begin to decline almost immediately after the initial rush of funding. This correlates with the increased number of failed campaigns seen during the same timeframe, culminating in a sharp increase in cancelled campaigns during the July months. We can tell that there are approximately three waves of campaigns during a given year. One to start the year off, seeing a high rate of failure. Then the summer months where there is an extended period of new campaigns being started. Then we see a third wave come in during the start of Fall and last until just before December – with a sharp drop off in submissions during the last month of the year. The only true “homerun” sub-categories appear to be in Documentaries, Hardware, and Rock. Ironically, none of these fall under the same parent category. By far the “riskiest” category to start a campaign in is the Food category – with only around 16% of all campaigns being funded successfully.

What are some of the limitations of this dataset?

The dataset we’ve created doesn’t account to for the monetary value asked for in the campaigns. This could heavily influence many factors of someone choosing to fund the campaigns. A campaign with an overly aggressive goal that falls just short may ultimately be more “successful” than a campaign that aims extremely conservative to achieve the “Funded” status of their project.

What are some other possible tables/graphs that we could create?

You could create a breakdown of the monetary value needed for a funded campaign in brackets to see what money ranges tend to be the most/least successful in the categories and sub-categories.