Module 1 Excel Homework

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
2. The most successful campaign categories were Theater (38% of all successful categories) and Music (25% of all successful categories).
3. The Technology category has nearly an even distribution in successful (34.8%), failed (35.5%), and canceled (29.7%) campaigns. It must be difficult for technology campaigns to be successful because the data shows that nearly two-thirds of them resulted in failure or being canceled.
4. Plays are by far the largest sub-category of Kickstarter campaigns; and 65% of campaigns that were plays ended up being successful.
5. What are some of the limitations of this dataset?

Per the Kickstarter website, they have had over 409,000 launched projects. This data set we worked with has a little over 4,000 of those past projects. So I think sample size could be considered a limitation in terms of making conclusions based on the data set that was used; would the results be different if some of the 405,000 other Kickstarter launched projects were analyzed?

Also 71% of the projects were successful when the goal amount was less than 1000 in this data set. If more of the data set gathered from Kickstarter projects where the goal amount was less than 1000, it is possible that could lead to organizations reviewing the data to think it would be more probably to have a successful Kickstarter campaign. So reviewing the campaign status by goal amount would be more valuable to those organizations.

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

We could create a graph showing the average donation in comparison to campaign status to determine if there is any relationship between the average donation and whether the campaign status was successful, failed, or canceled.

We could also create a graph showing the average donation in comparison to campaign status to determine if there is any relationship between the average donation and whether the campaign status was successful, failed, or canceled; ie does having more backers result in the Kickstarter being more successful or not?