**Excel Homework**

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1. *Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?*

With a difference of -72 successful campaigns comparing November to December, the first conclusion is that December is a poor month for a campaign to become successful. It must also be noted that the number of failures is also lower. This indicates that the drop of successful campaigns in December does not indicate that campaign more likely to fail. See the chart Campaign State per Month. It does indicate that timing the start and end of a campaign has an impact on the campaign’s success.

The second conclusion is that it is extremely popular and successful for the Theater category. The Campaign State per Category chart show that Theater has almost twice as many campaigns as the next closest category of Music. Theater and Music also have a significantly higher rate of success. Over two-thirds of Theater and Music campaigns are successful while less then half of all others are successful. Kickstarter is not a useful option for food truck vendors. A possible conclusion is that people are more likely to give to a campaign were the recipient’s goal is to cover costs not eventually return a profit.

The third conclusion is that KickStarter is not a particularly good place for technology projects considering it has its roots based in software technology. Hardware projects have an outstanding success rate but the soft technologies that are based more on an idea than a tangible product almost always fail. The chart Campaign State per Subcatagory shows that hardware is well funded while pure software projects are not.

1. *What are some limitations of this dataset?*

One of the limitations of this data set is that the financial data has already been separated into goal, pledged, and number of backers. The average pledge can be calculated but is limited in its usefulness because there is no distribution data based on the amount pledged.

Another limitation is that staff\_picks has no real meaning and could be left out of the data. The staff picks were eliminated several years ago due to misuse and replaced by Projects We Love. Without any data for Projects We Love, no determination can be made that this label results in a higher success rate.

The “journalism” category has the fewest campaigns and all of them have been cancelled. It would be interesting to know if this category has been rolled into one of the others and is now obsolete.

The data needs to be cleaned as some campaigns do not appear to comply with KickStarter guidelines. There are campaigns that have a goal of one dollar and another that has a goal of $13 for a usb drive.

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

Either in graph or table form, the goal and pledged values should be converted to the same currency. Any analysis of cost wouldn’t be accurate unless this is done first though the data tables and charts created are not affected by currency conversion..

One interesting graph would be the goal amount compared to the number of backers then determine how this affects the success rate. This might help determine if asking for too much money lowers the level of interest in a campaign or if asking too little can also lower the level of interest.