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**Excel Challenge: Questions on Data**

1. **Given the Data Provided, what are three conclusions we can draw about the Kickstarter Campaigns?**

The three conclusions we can draw from the Kickstarter campaign data are that the most successful campaigns are launched in May, the most successful categories are Music and Theater, and the goals of 1000 to 4999 are the highest successful campaigns although those <1000 have a higher percentage rate of success (71% for <1000 compared to 66% for 1000 to 4999. Also, between Theater and Music, the music has a lower failure rate than the theater category.

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

We have no information in this data set based on the why some of these campaigns failed or were canceled from actual feedback. The success, cancel, or failed are just based on the backer numbers and the set goal amounts.

We do not know how the “spotlight” column influences the success rate. We also do not know how the “Staff\_pick” column influences the success rates of the campaigns. In order to fully understand the rest of the data we would need to run additional charts for comparison. We also need to have some feedback from Kickstarter if there are certain criteria that need to be satisfied for them to back a campaign which may not only include the monetary goal. Does having the backing of the Kickstarter staff help make a campaign successful? How many of the backers are actual staff and do these influence the outcome or are “staff” not considered backers?

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

We could create a scatter blot of all the different Backers based on the success rate. I did this under the sheet named “Scatter Charts of Backers” to see what the distribution was for the number of backers depending on the status of success or failed. There are two charts per category to show the data points that skew the view and then a zoomed in version to the lower number of backers which make up many of the backers.

We could also run a chart to see how many of the campaigns were successful based on if they were staff pick or not. From adding this kind of chart we can see that the successful campaigns were staff picked but we do not know if these campaigns were successful because the staff influenced the outcome.