Excel Homework: Kickstarter Analysis

Butler Data Analytics Bootcamp

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1. Given the provided data, we can conclude several things about Kickstarter campaigns. First is that the theater, specifically plays, generate a lot of attention on the platform. 1,066 entries in the dataset were sub-categorized as “plays,” with the next highest-ranking sub-category being “rock” at 260 entries. What we can’t conclude from this exercise is why that difference is so stark, but plays are clearly the winner in the sub-category contest.

Next, we can look at the success rates of projects based on their date of creation. For successful projects, creation in the month of May seemed to be the most ideal launch start with a total of 234. December was the worst, with successful projects dipping below the count of failed projects for the first any only time in the data (111 successful to 118 failed).

Finally, we can reflect on the success rate of projects based on their target goal. As the goal increases, the percentage of successful campaigns in that category tends to decrease. Projects with a goal greater than $50,000 were only successful 19% of the time, compared to a 71% success rate for projects with a goal below $1,000.

1. Some limitations of this dataset are first that it only contains 4,000 entries of over 300,000 projects initiated on Kickstarter. That only accounts for just over 1% of the available data, which seriously limits our ability to draw effective conclusions. Also, causation of certain trends can not be explored given the limits of the data provided. Ethnographic and geographic features of the projects would add an interesting layer to analyze as well.
2. Some other tables or graphs could be utilized include pie charts, to provide more meaningful visualizations of the breakdown by category compared to the whole of the dataset. Also, box-and-whisker plots could help more statistically-minded people understand the scope and spread of the dataset in each of the worksheet tables provided in this example.