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Excel Case Assignment  
Due: 10/3/2020

1. Through the data that we are given in regards to Kickstarter campaigns, we can make the conclusions that roughly 50% of campaigns are successful, the most common Kickstarter campaigns are for theater, and the sub-category that was an outlier compared to the rest was specifically the sub-category of ‘plays’. The total of campaigns made, minus the campaigns currently live, was 4,064 while the number of successful campaigns was 2,185. This puts the number of successful at 53% while roughly 38% of campaigns failed and ~8.5% of campaigns are canceled. Theater was the most popular category compared to the rest of campaigns by nearly two times the second most-popular category of music when looking at PivotTable #1. Theater produced nearly 1,400 campaigns while music had a grand total of 700 campaigns. When looking at PivotTable #2 we see the breakdown of campaigns into sub-categories where ‘plays’ had over one thousand campaigns at 1,066 while the second closest grand total for a sub-category was rock music with 260 total campaigns.
2. While this dataset gives a good glimpse into Kickstarter campaigns, there are still limitations to this particular dataset. There are limitations in regard to the variables we are analyzing within these campaigns. There are limitations to the time of the campaigns start and completion as only campaigns from 2009-2017 are being analyzed. Another limitation in terms of variables comes from the number of categories that campaigns are assigned to. While the campaigns are broken down into only nine categories, this could potentially skew data when discussing the success and failure of a particular campaign. While campaigns may be grouped together in a specific category, there could be certain variables in play within every single campaign that could possibly have contributed to one being more or less successful than the next.
3. Other charts and graphs that could be applicable to the Kickstarter campaigns that may show us differing results in the ultimate success of a campaign could be the country where it originated, does a Kickstarter campaign started in the US have a higher likelihood for success than a Kickstarter campaign started in Australia? Another potential chart analysis that could be done could reference the total count of backers in a specific campaign and that relation to the money goal of a campaign. Do low money goal campaigns with a few backers have the same success as high money goal campaigns, or is there a correlation between the number of backers and the success of a campaign? These are just a couple quick examples of further analysis we could delve into to better understand what makes a Kickstarter campaign successful.