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Excel Homework

Kickstarter Campaign Observations

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. What are some limitations of this dataset?
3. What are some other possible tables and/or graphs that we could create?
4. Given the data provided, we can...
   1. … determine that of the 4000 campaigns observed, the campaigns with the most overall success were in the categories of Film & Video, Music, and Theatre. Coincidentally, they also had the highest rate of failure.
   2. … observe that campaigns seem to have more success in the summer months as compared to the winter months.
   3. … conclude that the campaigns are mostly conducted in the US, with Great Britain the next most common.
5. As far as limitations, we cannot really see who these campaigns were targeted towards, as that could affect success. For example, even just within the US, the regions vs what the campaign is could have effects on the outcome. We also can’t see the amount that people donated, so when looking for average donation, the results can potentially be misleading.
6. We can look at the relationship between categories and how much money has been pledged. We can also look at the amount of money vs the type of campaign vs the success of that campaign as well.