Kickstarter Analysis Excel 01 Homework Assignment- Katy Fuentes

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

* Using data from the “LaunchDates” tab and dividing the grand total by the number of successful campaigns per month, launching in April (59.8%) and May (60.6%) yields the highest chance of a successful campaign.
* Using data from the “Bonus” tab, the highest percentage (71%) of successful campaigns are those with a goal of less than $1,000.
* Using data from the “Category” tab and dividing the grand total by the number of failed campaigns per category, the highest percentage (70%) of failed campaigns are in the parent category of “food.”

1. What are some limitations of this dataset?

The category and sub-category fields are too broad and are segmenting groups that may be vastly different. There is no way to quantify the quality of the listing i.e. videos, product name, production quality, price of the product, etc.

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

We can analyze state of campaigns to determine if “TRUE” staff pick and spotlight increases the chance of success and cross check with data in other countries to determine if there is a global trend.

Charts that take into account the average duration of a campaign across the various “state” campaign categories. Does more or less time increase the success of a campaign?

Bonus Questions

Successful Campaigns:

The mean and median do not necessary summarize the data more meaningful because there is significant difference in backer count across the 2,185 successful campaigns. However, the mean may provide a good metric to generalize on how many backers on average make up a successful campaign.

The variance for failed campaigns makes more sense than the successful campaigns because the backer counts are not as wide range. The significant differences from mean greatly impact this computation.

Unsuccessful Campaigns:

The mean and median do not necessary summarize the data more meaningful because there is significant difference in backer count across the 1,530 failed campaigns.

The variance for failed campaigns makes more sense the successful campaigns because the backer counts are not as wide range.