**Kickstarter Excel Analysis**

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**Analysis Findings**

From the data collected, we can draw the following three conclusions about Kickstarter campaigns:

1. Most common campaign categories: The three largest categories of Kickstarter campaigns based on number of total projects are theater, music, and technology. Theater is the largest overall category with 1393 total campaigns. Behind theater, music has the second highest number of campaigns with 700 total projects. The third largest category of Kickstarter campaigns is technology with 600 total projects.
2. Largest sub-category: When looking at number of campaigns broken down by sub-categories, we can see that plays is the largest sub-category of Kickstarter campaigns. Plays had a total of 1066 projects overall. By comparison, the second highest number of projects was for the sub-category rock which only had 260 total projects.
3. Month with most successful campaigns: By plotting the status of campaigns over time, we can see that the month of May saw the highest number of successful campaigns. During this month, there were 234 successful campaigns.

**Dataset Limitations**

Some of the limitations of this dataset include the following:

* Larger countries with greater population sizes are more likely to find backers and raise more money across all categories and sub-categories.
* One of the reasons a campaign would be successful is if they have a relatively low target funding goal.
* The reasons why a project would be canceled are not clear. This means that there could’ve been several more successful projects that were pre-maturely ended for unknown reasons.
* Publicity of a campaign can play a large role in its success. There are currently no metrics in this dataset that indicate how a particular campaign was advertised.

**Alternative Tables and Graphs**

During this exercise, we could’ve also used created tables that compared the number of backers per category and subcategory to see if some categories drew more backers than others. This data could have been summarized in a pivot table with a stacked bar graph. Another potential table that could’ve been used is the average donation per category ad subcategory to see if average donations were higher for certain categories over others. Again, we would use a pivot table and stacked bar chart for this information.