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Week 1 – Excel Homework

Analysis

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Overall, more than 50% of the campaigns have been successful. The most successful campaigns were in theater, music, and film/video. There have not been any successful journalism campaigns.
   2. Plays have the most campaigns, and more than 50% of those have been successful.
   3. There have been a significant number of campaigns that were created in May that were successful.
2. What are some limitations of this dataset?
   1. The data only goes to March 2017. It could be missing more recent/relevant trends.
   2. Data doesn’t provide information on what caused something to fail.
   3. This sample is only about 1.33% of projects, and the results differ substantially from the larger data set. Specifically, this data show that the success rate is around 53%, where the 300k observations reflect a success rate of around 33%.
   4. There are some outliers that may be skewing the dataset.
3. What are some other possible tables and/or graphs that we could create?
   1. I might want to break down the failures by category, # of backers, and # days from creation to ending.
   2. It would be interesting to look at those that got almost all of their requested funding, to determine categories where a little more focus could help success.
   3. It would be interesting to break down further by those projects that received significantly more funding than requested, to see the categories and/or sub-categories represented.