Excel Challenge Q&A:

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

Upon reviewing the three pivot charts created using the data provided, we can conclude that the highest number of Kickstarter campaigns submitted, as well as the highest number of successes counted, is in the parent category of “theater”. A second conclusion we can make is that within this parent category, the highest sub-category of successes counted is in “plays”. A third conclusion can be made comparing success rates between the months. We can see that the month that shows the highest count of successes in the category of “theater” is in the month of May.

1. What are some limitations of this dataset?

Within this data set, we compare count of successes versus count of failed between categories, however we also need to consider and compare the number of submissions in certain categories. One category, for example “theater” could have a higher number of than another, such as “music” solely based on the fact that there were more project submissions in the “theater” category than the “music” category. This could cause bias when trying to determine which category actually is more likely to be successful compared to another category.

Another limitation is that the average donation compared to number of backers could be highly variable. When looking at the data in the table we can see that some successful projects could have fewer backers making larger donations, while others could have many backers making smaller donations. Also, we could have 90 percent of backers making small donations, while one backer makes a large donation that puts a project at their goal. This is something to consider and compare when viewing the data.

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

We could determine percentages of success and failure rates (states) in each category and subcategory to create a better comparison between the categories and their likelihood to succeed compared to another category, rather than using counts which could skew the data in favor of the projects that are submitted at a higher rate than others. This could help us determine whether a certain category has more success than another, instead of showing us a count of successes in a category that has many project submissions versus a category with few project submissions.

I would also be curious to see the amount of time and money the campaign put into reaching out to backers and gathering interest. Kickstarter campaigns often offer incentive for donating, such as gifts or the product itself. I would like to see more data that looks into the amount of time and money they spent on creating their Kickstarter campaign, and what sort of advantages they may have had over other startups.