Excel Homework Questions

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

Three conclusions I would make about the data we visualized are: Theater and Music are popular projects that are more successfully funded than other projects, while “food” and “games” projects tend to fail or not receive enough funding. A second conclusion is (using filters on the Stacked Column Pivot Chart filtered by state and Category) within Film and Video projects, shorts, television, and documentaries are always successful, unlike drama, science fiction, and animation projects. A Third conclusion is there are more successful projects in the early summer months than later on in the year. December has the least amount of successful projects funded.

2. What are some of the limitations of this dataset? There is no way to see how many views each project receives. I believe there would be a strong correlation between how many visits each project’s page gets and its success rate. A lot of projects get cancelled, but there isn’t a way to categorize *why* they were cancelled. Is it simply lack of funding? Or reasons outside of Kickstarter’s control why they get cancelled.

3. What are some other possible tables/graphs that we could create? I would be interested to see what Staff Picks compared to the state (success, failed, cancelled) rates would be. Maybe the staff picks are based purely on data they receive about that project in its early stages, or maybe they use data from previous projects to pick only ones they think will succeed. The same goes for Spotlight. How many failed projects never received a spotlight? How many successful projects received spotlight? We could make a comparison of these.

It would be interesting to see if successful projects receive funding much faster than projects that fail or get cancelled. Maybe some projects are only successful because they “went viral” or were better marketed than others.