Excel: Kickstart My Chart

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

Three conclusions that we can draw about Kickstarter campaigns are that Kickstarter campaigns more often than not, are successful. From the data, we can see that Music, theater, and Film & Video Kickstarter campaigns have the highest success rates. Food, Games, and Publishing Kickstarter campaigns have the lowest success rates. When we split up the data even further into subcategories, we can see which are the most successful and unsuccessful within each category. Classical music, documentary, electronic music, hardware, metal, non-fiction, pop, radio & podcasts, rock, shorts, tabletop games, and television were 100% successful in their campaign.

1. What are some limitations of this dataset?

A limitation of this data set is that we don’t have a large amount of Kickstarter companies to analyze a larger set of data. We only have a small set of companies and varieties in our data. A larger set of data from different companies would give us clearer results.

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

Some other possible table and/or graphs that we could create are a pie chart to see the amount each category received from each donor. Each category could have its own pie chart with the amount received by their donors. We could then see the trend of donor interest in each category more clearly.