Data Science Bootcamp

HW 1 Excel

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

* Based on our findings, it is conclusive that most Kickstarter campaigns do end up being successful.
* With that said though, most of the successful campaigns are in the lower echelon of goal ranges though. Out of the failed projects, higher failed percentages start to come in at $30K.
* Lastly, most campaigns are within the realm of film/animation. Drilling down even further, they are in the sub category of “plays”.

2.What are some limitations of the dataset?

* Given the data, it is hard to provide numbers for the unaccountable variables. It would be ok to assume that even though a project/campaign failed on Kickstarter, it didn’t fail outside of that platform. It would be interesting to see those metrics on projects that do see their goals reached after losing on Kickstarter.
* Another limitation could be which successful projects fail as business ventures after their goals are reached. Though the funding was there, perhaps the technical business expertise was not, in order to carry out such a great effort on Kickstarter.

3.What are some other possible tables/graphs that we could create?

* We could create line graphs for all of the sub categories, if further analysis was needed on specific projects.
* A chart could be made to determine the success or failure rates based on the time frame between launch date and end date.