Excel HW

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. The most popular category was theater but the category most likely to be successful was music. The category most likely to fail is food and journalism related projects appear to be an outlier.
3. Related to most popular category, the most popular subcategory was “plays” coming in at ~25% of the total projects. “Rock” (music), “Documentary” (film), and “Hardware” (technology) all had over 100 related projects with a 100% success rate.
4. The month of May saw a surge in successful projects and failed projects suggesting that people like to start kick starters during the summer time. The four-month stretch between April and July saw the most number of successful projects but it was the four-month stretch between February and May that had the greatest likelihood of a successful project. September through December saw the worst overall performances of kickstarters.
5. What are some limitations of this dataset?

Some limitations of this dataset include small sample size compared to the total population of available kickstarters to review and only one year’s worth of data (issues with seasonality).

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

We could track success rate to staff\_pick or spotlight to see if either of those factors impacted how likely a project was to be successful. We could create a graph to show the length of a kickstarter being active and whether or not it was successful. One final table/graph could be success rate based on location (country).