Excel Analysis Report “Kickstarter”

1. Conclusion

Based on the analysis it is clear that the crowdfunding service Kickstarter was utilized the most in 2015 with a grant total of 1225 campaigns. Kickstarter is most popular in the United States as 3038 campaigns out of 4114 campaigns originated in the USA. The crowdfunding service is very popular for “plays” which fall under the parent category “theater” and the analysis shows that campaigns in this category are very likely to be successful. Smaller funding goals tend to be more successful than bigger ones.

1. Limitations of this dataset

The data is not representative for other countries than the US and the UK as there are very few campaigns outside of the US and the UK. The data is missing information on unique backers which could cause biases in the data showing category preferences or the likelyhood of success. The analysed data does not take currency differences into account. The status “currently live” is not fully defined and does not allow more detailed conclusions as the term refers to a certain point of time which is unknown for the given dataset.

1. Other possible tables and/or graphs that we could create?

Analyzing the differences of the lengths of the period for which the campaigns were running could show more indicators of success and could for instance answer whether campaigns that run for a longer time are more successful than campaigns that run for a shorter amount of time.

Further recommendation is to analyze more data by country “us” as this is the most representative set of data and conclusions can be drawn in comparison to the analysis of the whole data “all countries”.

Bonus:

* Use your data to determine whether the mean or the median summarizes the data more meaningfully.

The mean summarizes the data more meaningful as the data is spread very broad and the median only indicates the middle value of the data set, this information does not allow meaningful conclusions.

* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

There are more successful campaigns to begin with so that already makes it more variable as well as the fact that a lot of failed campaigns have a 0 count of backers or a very low count.