### Project reflection

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

A) In our sample, 53% of campaigns were successful; however, several categories deviated heavily from the mean. In music, 77% of its 700 campaigns were successful, whereas only 17% of food campaigns were successful. It’s exciting to see at first that over half of the campaigns in this sample were successful; however, **results vary depending on each category**. Another major outlier is journalism, of which every campaign was canceled.

B) Breaking down the data by subcategories highlighted a surprising trend in the sample: 29 of the 41 subcategories (excluding live) were either 100% successful, 100% failed, or 100% canceled. Looking a bit deeper into food campaigns, where only 17% are successful, you can see that food trucks and restaurants (160 of the campaigns) have been canceled or failed 100% of the time; however, 100% of the finished small batch campaigns were successful. This appears to support a hypothesis that **the subcategory is a stronger indicator of success than the primary category**. On the other hand, while music had the highest percentage of successful campaigns, 100% of finished jazz and faith music campaigns had failed, along with 12.5% of indie rock campaigns. Additionally, 100% of world music campaigns were canceled. Though music campaigns overall are very successful, the subcategory more heavily influences that result.

C) Looking at the final chart showing count of state vs. month, the clearest conclusion we can make is that more campaigns that began in December failed than were successful. However, while the number of canceled campaigns is relatively stable, it should be considered. When taking the counts of both canceled and failed from successful, there were more unsuccessful campaigns in December, September, August, and January. **Using the same logic, the months to launch a campaign for the highest likelihood of success are February, March,   
April, May, June, or November.** As expected, this was not consistent year-over-year. For example, in 2014, unsuccessful campaigns (including both failed and canceled) outnumbered successful campaigns every month from July through December.

1. **What are some limitations of this dataset?**

The successful campaign with the highest goal was castAR. With a $400,000 goal, 3,863 backers raised $1,052,110.87. While we are able to calculate an average donation, without seeing each donation amount, it is impossible to know if there were any large donations that were outliers. It would be helpful to note campaigns with outliers - such as backers who contributed well above the average - to find any potential patterns.

The data includes canceled campaigns in the sample. While I counted all canceled campaigns as unsuccessful above, the data lacks information on why a campaign was canceled. Campaigns could be canceled for any variety of reasons. Some of these may point to an unsuccessful campaign, such as not projecting to hit the goal; however, some reasons may not indicate failure with the campaign itself, such as issues with bringing the product to life.

One popular aspect of kickstarter is the inclusion of rewards for donating at certain giving levels. It would be incredibly helpful to look at the number of reward tiers in successful campaigns vs. those in unsuccessful campaigns to see if there’s a significant increase in the success rate of campaigns including rewards.

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

* What range of goals has the highest rate of success per sub-category? I want to assume that the lower the goal, the higher the success rate, but is that actually true?
* What is the average number of backers per campaign in each category? We could loosely correlate the number of backers per category with the appeal of that category.
* Of particular interest for me would be looking more into the overfunded campaigns:
  + Overfunded campaign vs. campaign goal - is a smaller campaign more likely to be overfunded?
  + Overfunded campaign vs. campaign deadline - since funds over the goal would be the last set of donations, is there a month that seems to promote overfunding?
  + Overfunded campaign vs. sub-category - is any particular sub-category more likely to be overfunded?
* How close to goal do campaigns get before being canceled? Looking only at the canceled campaigns, I would create a table to show ranges of % raised to goal to see when in the process most were canceled.

### Problems Encountered + My Solutions

Create two new columns, one called Category at Q and another called Sub-Category at R, **which use formulas** to split the Category and Sub-Category column into two parts.

* Not using a delimited text to columns tool
* <https://support.microsoft.com/en-us/office/split-text-into-different-columns-with-functions-49ec57f9-3d5a-44b2-82da-50dded6e4a68>
  + Example 4 shows an example of separating a name that is written as “last name, first name”
  + Used this example to see how to remove the “/” from column N

For my pivot table showing launch date vs. state, I could not get months to show as a possible field. I could only get quarters and years. While I never was able to get Months as a field option, I don’t think it was necessary. Instead, I right clicked on a row header and selected “Grouping” to make sure that years and months were selected. Once I made “Years” a filter, then only months remained as the row labels for “Date Created Conversion.”

My pivot table showing months vs. state included “live,” which the examples had removed. Simply click the column header that you would like to remove and click hide. *After I made the PivotChart, I then realized that I could change the states included by toggling them on the chart directly.*