Monica Topicz HW #1 Excel Homework

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

Based on the data from the three charts that were created we can conclude that the campaign categories that were most successful were music and theatre. Music spiked in early 2012 with Rock in the US leading the most successful campaigns within the Music category. Theatre was particularly successful in the Plays sub-category in the US and Great Britain with successful campaigns picking up in 2015. In both categories the most successful time for funding success appears to be for projects that launched in the 1st half of the year.

1. What are some limitations of this dataset?

The limitation of the 3 tables we created is that they’re only taking into account the state of categories and subcategories and looking at time. We’re not considering the actual funding and the number of backers. To ensure your project is successful it would make sense that your trying to get funding in a category that people want to back.

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

Some tables or graphs that would be helpful to create would revolve around funding and donations. We created two great columns that looked at Percent Funded and Average Donation which could be used to analyze the most successful campaigns. This would give an organization trying to start a project a clearer understanding if their category has backers willing to donate to their project category or if it has been an unsuccessful category.