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Excel Homework Write-up

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

The first conclusion that stands out to me from the Kickstarter data is the project category that has the most successful campaigns is theater, with 839 successful projects out of 1393 total, music has the second highest success rate with 540 successful projects out of 700 projects total. The country with the most successful projects in all the categories was the United States, with 1651 successful campaigns, with 525 successful campaigns in theatre and 490 in music. A general conclusion I drew from the data as a whole is there were more successful campaigns than ones that failed or were canceled. Over 2,000 projects out of 4,000 met and/or exceed their goals by the deadline.

Another conclusion that can be drawn from the data is that within the theatre category, the sub-category plays had the most successful campaigns, with 694 successful projects out of 839. The U.S. also had the most successful campaigns within this sub-category with Great Britain trailing behind that with 238 successful projects in the play sub-category.

My final conclusion I reached from looking at the campaigns’ start date by month is that really no time of year seems drastically better to start a campaign. The number of successful projects did not vary exceedingly over the months. The lowest success rate was in December with only 111 successful projects. The month with the highest fail rate was July, with 150 failed campaigns. The month with the highest success rate was May, with 234 successful campaigns.

1. What are some limitations of this dataset?

The main limitation with the data is that since Kickstarter is an American company therefore the majority of the campaigns took place in the U.S., which is why their success rates were highest, because of the sheer volume of projects created. This is also the limitation with theatre having the highest success rates, the category had the most projects created. Theatre also had the highest fail rates for their campaigns. Another limitation is that because a category had the highest number of successful projects does not necessarily mean that category’s campaigns made the most money.

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

Another graph that could be used to analyze the data is a bar chart comparing money made versus number of successful, failed, canceled, and live campaigns. This would help define successful campaigns by how much money they made. We could also create a scatter plot to see the relationships between the campaigns’ country of origin, success rate, and money made amongst the categories and sub-categories.