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Report for Excel-challenge

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

Based on the projects requirements, I could conclude that data analysis mostly focused on states of the Kickstarter Campaign such as success, failure, live, and canceled.

* 1. Pivot table by state, we can draw conclusion that theatre, music, and film video game categories are more successful, on the other hand, journalism is the worst failure. The rest of the categories’ failure tend to slightly outweighed the successful state.
  2. In the sub-categories of entertainment industry are more successful except subcategory of hardware. Interestingly, hardware is non-entertainment and tangible product. Interestingly subcategory only hardware category was successful, it may be hardware used for entertainment department or backers behavioral effect that made the choice to support hardware.
  3. A trend associated with date created of states such as canceled and failed states are consistent throughout year based on pivot table used to analyze the date created. On the other hand, successful start uppers were higher at beginning of the year, but at the end of the year it dropped significantly. Also, live state started beginning of the year and stopped as seen discontinuous. Overall, it tends to show that in long term outcome of Kickstarter success slightly decreased.

1. What are some limitation of this dataset?
   1. Limitation of dataset depend on what data collector’s intention on what goal is trying to achieve by collecting and analyzing this data set. If data collected to analyze with the goal to learn the state of Kickstarter, it serves its purpose sufficiently. However, if data collected to understand relationship between success and failure, who are the willing to donate, what reason backers are supporting Kickstarter campaign, then it has not collected more detailed information to answer these types of questions. For example, successful state Kickstarter campaign reached their goal when they have more backers, but collected data does not tell what has affected backers chose to support Kickstarter campaign. There is some limitation to answer what makes Kickstarter campaign have higher backers or why backers willing to support the part. There is no explanation for what demographic of groups the data is collected from, or how it is collected and what kinds of limitations used.
2. What are some other possible tables and or graphs that we could create?

Top ten successful Kickstarter and their backers count relation by creating pivot table and sorting by pledge number and backers\_count. Could study between the blurb and backers\_count associated certain message has some connection exists with success and failure.

Creating a pivot table for country and packers count, and pledge amount within state by category and compare it with different categories of different countries.