Colleen Anderson

Data Analytics-Bootcamp

Homework 1: Excel

1. Three conclusions we can make about Kickstarter campaigns given the provided data are one, Kickstarter campaigns promoting music, particularly rock music, have the highest percentage rate of reaching their goal; two, Journalism campaigns have the lowest percentage rate of success as all campaigns were canceled; and three, the use of Kickstarter is more prevalent in the US.
2. Some limitations of the data set are the variation in goal amount could be skewing the success rates, and we have no data on how much or in what method the campaigns were promoted which would have a huge impact on success rate as well.
3. Other tables and/or graphs we could create are a line graph of outcomes by month/year also filtered by country to determine if campaign launch dates coincide with times of the year important for particular countries; and calculating the length of the campaign and creating an “outcome per campaign length” pivot table and stacked bar chart.