Excel Homework: Kickstart My Chart

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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * The Kickstart campaign has found more success raising funds for performing arts projects than any other project categories. Music & Theater are the top two project categories in number of projects started as well as successful projects. It is worth noting that theater has had the most failed projects, therefor Kickstart is pivotal in providing this demographic a platform for opportunity.
   * If I were trying to get a project funded on Kickstart, I’d apply/submit project applications by the end of Q1, as this most opportune time to get my projects funded. Also worth noting there’s an uptick in failed projects during this time too.
   * It took Kickstart 3.5 years to start gaining traction outside the U.S. The U.S. accounts for roughly 75% of the projects funded on Kickstart. But in the last 3-4 years, there was more exponential growth in number of projects on Kickstart outside the U.S.
2. What are some limitations of this dataset?
   * External variables leading to failed/cancelled projects. We cannot see the “why” behind projects not being funded, just that they didn’t raise enough money during the pledging period.
   * The dataset defines “successful” as raising enough money to reach each project’s goal, but different projects require different monetary goals, which plays into the success of a project.
3. What are some other possible tables and/or graphs that we could create?
   * Pie Chart- If you wanted to see the ratio of project states, maybe on a yearly basis
   * Scatterplot- If you wanted to conduct and map out a trend analysis to predict future success rates for specific projects.
   * Double-Bar Chart- If you wanted to compare projects/countries on money goals and money raised.