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Excel HW 1

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

The first thing noticed in the data is that it appears the most common Kickstarter category to get created is theater, showing that if you wanted to start a Kickstarter you would have the most luck getting noticed if you write a play script. Just because they get started the most does not mean they are the most successful though, with only about a 63% chance of meeting the goal. The second conclusion is that if you are starting a kick starter and want to meet your goals, music has the best chance with about an 82% success rate. My last conclusion is that you should never try to Kickstart food, due to having the lowest startups and the worst successful percentage. Of the 174 food Kickstarter’s finished, only about 20% of them were successfully able to reach their goal.

1. What are some limitations of this dataset?

The dataset shows information that dates all the way back to 2009. That was old even when they pulled this data in 2017, and in terms of business trends is ancient in the current 2020. Every category from music to games and even food rise and fall in popularity, and if you tried using these trends to predict anything there’s a good chance it wouldn’t lead to a modern-day Kickstarter success. Finally, we do not see the gross earnings on any of the projects. How much did it cost to even start each project, and did they net any money? How did the project do on its own after it was done being promoted by Kickstarter? These are questions I might ask if I was trying to make money in the long term.

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

One big one would be a pie chart or bar graph showing the percent of successes for each category to show trends and what people want to fund. Another helpful graph would show which category over performed, showing all the successful projects and which ones were overwhelming hits. Finally, I’d love to make a chart of key words in the branding of each of the Kickstarter’s names. It might be fun to see what keywords get people’s attention.