# Excel Homework: Kickstarter Campaign

## Given the provided data, what are three conclusions we can draw about Kickstarter Campaign?

There is a total of 4,114 campaigns over a span of 6 years. The campaigns are ranked by success, failure, canceled and currently active; as well as, by category and sub-category. Each campaign has a pledge goal and the data reflects the total pledge for each campaign, how many donations make up the total money pledge, the percent funded and the average donation.

Based on this data we can look at the campaign state, i.e. success, failure, canceled, or live, an determine the total number of campaigns that are successful by category and sub-category.

The first graph “Category States” shows there are 4,114 campaigns, and 2,185 or 53% are successful. Of the successful campaigns, the categories theater, music, and film & video are the most successful accounting for 77% of the total.

The first graph also shows of the 4,114 campaigns, 1,530, or 37% failed. The categories of theater, music, and film & video have a total failure rate of 52%. Even though the highest number of successful campaigns in those categories is theater, music has the lowest failure rate at 17%.

Based on the number of successful and failed campaigns in these three categories, the music category has the lowest percentage of failures. Out of a total of 700 music campaigns 540, or 77% are successful with only 120, or 17% failures. There are 60% more successful music campaigns than failures compared to theater’s 25% and film & video’s 23%.

To dig a little deeper, we can look at the sub-category states to determine which is the most successful for each of the three categories theater, music, and film & video. The sub-category plays (category theater) are the most successful of all sub-categories at 32%, followed by rock music at 12% and documentaries (film & video) at 8%; However, even though plays have the highest number of successes, they also have the highest number of failures at 23%. Rock music and documentaries have no failed campaigns.

The 3rd graph looks at campaigns by launch date and state over a 12-month period covering a span of 6 years. The highest number of successful campaigns are launched the first half of the year with the month of May having the highest number of successful campaigns. The gap between successful campaigns and failed campaigns is greater from February thru June. Then the gap begins to close with December having more failed campaigns than successful ones. From this graph you can stipulate that early Spring and Summer are the times of year when the days are longer, people are vacationing and most likely have more discretionary income to spend. The decline of successful campaigns increasing in the fall and December having more failed campaigns in than successful ones is most likely due start of school and Holidays. There is typically less leisure time and discretionary income due to Holiday spending.

I feel the data we examined did a decent job of telling the story of the Kickstarter initiative. By categorizing the data by category and sub-categories, and graphing this data by states (successful, failure, canceled, live) it is easy to see the “Arts” comprised of categories theater, music, and film & video, are the most successful. In fact, of all campaigns, music had the fewest failed campaigns compared to successful campaigns. The reason for this could be contributed to the fact that music is universal, enjoyed by all regardless of demographics, and in many cases, less expensive to market and produce due to the huge popularity of music world-wide.

For future investors this data is helpful in determining what areas to contribute money to. But it is also useful to the crowdfunding service Kickstarter to better plan their marketing campaigns by narrowing down the most profitable categories, as well as, the best time of the year to launch a campaign. The bottom line is an investor will contribute more money to campaigns that have a strong history of success; thus, you need to also look at the amount invested per campaign to understand the investment strategy and what changes need to be made going forward.

## What are some of the limitations to this data?

Demographic information is missing from this data. Demographics based on backers can tell you a lot about what campaigns based on categories/sub-categories received the most pledges and how that was related to campaign category state.

## What are some tables and/or graphs that we could create?

We could create a table and graph that looks at the total pledges by category and state which would show where the money went and based on state what campaigns were the best investment.

We could create a table and graph that looks at the launch date outcome by each year versus the months over a period of 6 years which would show the year(s) that had the largest amount of successful campaigns versus failed campaigns and if the data suggests impact to success/failure do to an outside source.