Steven Pham

Data Analytics and Visualization Boot Camp (T/Th)

Excel Hw #1

**Unit 1 | Assignment - KickStart My Chart – Report**

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

The three conclusion we can easily come to with the provided data are:

* + Creative or media-based projects are the most successful on Kickstarter (theatre, music, and film/video are the most successful, in that respective order).
  + Success of most Kickstarter campaigns peak in May and declines from there. Based on this trend, creating a Kickstarter during the summer has potentially a better chance of being successful.
  + The Kickstarter’s sweet spot for a successful goal is between $1000-$4999. A majority of projects in that goal’s range are successful, while any goals above $4999 has a tremendously lower success rate.

1. What are some of the limitations of this dataset?
   * We do not know the actual state of the project outside Kickstarter – just because a project does not meet their Kickstarter goal does not mean the project has failed.
   * The inverse is also true – just because a Kickstarter campaign is a success does not guarantee the success of the project itself (failures due to not meeting demand/expectations, or false advertisement are very common on Kickstarter).
   * A majority of projects that are successful are creative/media-based. This may skew our perception that only those types are projects are successful on Kickstarter. More data is needed for other categories to determine this.
2. What are some other possible tables/graphs that we could create?
   * Percent funded by category / sub-category
   * Success rate based on spotlight or staff pick
   * Success and failures of Kickstarter campaigns by country