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Data Analysis Excel Homework

Write Up

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns? Explain the reasoning behind your answers.

With the set of data provided we visually have representation to compare information for a more cohesive story. In order to gain a positive overall spectrum of insight for greater outcomes. For instance, between the months of April to July were the most successful campaign donations with music and theater being the category that held the mass majority amongst the campaigns. Information such as this is useful for future Kickstarter campaigns for users to have a higher opportunity of a winning campaign. We can also see from the data that categories such as photography and games were the least successful with 220 failed campaigns between the year span 2014 through 2017 forming information such as this is compelling to kickstart campaigns because it allows most of the participants to actively look for ways to improve on how to get a successful outcome for future endeavors. We also know overall that when you have information compiled in a manner like this it makes for a smoother approach to handling issues that may arise when you are calculating what type of campaign you want to start, because now you have full fledge proof of when previous Kickstart participants failed or succussed and at what time they did and make comparisons to improve on others failure. From the formed chart you would most likely not want to start a Food campaign from the Months February to April with information such as this given to you, you then can make a more calculative approach in order to have a higher success rate.

2.What are some limitations of this dataset

The limitations that I found for the data set given were that we cannot predict what may have caused campaigns to become successful for instance we know that music in the country of Canada has a high success rate but we do not know exactly what caused it to have a higher success rate we can only go off of the numbers and the numbers predict that in a set time we see that there is a higher outcome of success but we cannot guarantee that it will be a success if you start Music Kickstarter campaign with these numbers alone.

3.What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

We could do a Stacked bar chart to make it easier for viewers to recognize date spans. The value provider to something of this nature is more on preference, presentation is key, it could very well help the attention of your listener if you are presenting set data in order to influence you audience.