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Excel Homework Report

1. Three conclusions that can be drawn from the data:
   1. Kickstarter campaigns classified as ‘journalism’ are a risky investment – they rarely succeed.
   2. Campaigns related to theater and music are the safest bet – they have the highest proportion of successful campaigns.
   3. Documentaries are popular – within the ‘film’ category, they have the highest rate of success.
2. One weakness of the data set is that certain categories are over-represented (particularly theater and music), which could skew the data. A better strategy might be to take the same number of random samples from each category and see how many were successful, failed, etc. This would provide a more readable representation of which categories have the greatest success.
3. It would be informative to make a stacked column chart that showed the number of successful, failed and canceled campaigns for a given year that could be filtered by ‘spotlight’ – this would allow us to form a hypothesis about whether or not the spotlight makes a quantifiable difference.