Robert Hartley

KU Data Analytics Bootcamp

Excel-Challenge

What I was able to conclude about Kickstarter campaigns, from doing this activity, is that around 50% of campaigns are successful. Around a fourth of the campaigns fail; rarely are they canceled; and, rarely do they go live.

As far as limitations go, I think more information is needed to determine how campaign starters felt about their experiences. In addition, there seemed to be a lot of data that was included here, and was not needed. Therefore, the analysis seemed convoluted. Another limitation would be myself in this case. I still feel like a beginner, and I wish I had more time.

Other charts we could incorporate, perhaps a scatter plot to see what months seemed to be most popular for starting Kickstarter campaigns; the line graph we did allowed me to see what happened each month, but a scatter plot might look a bit better, though.