Kickstarter Campaign Excel Questions

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Most Kickstarter projects attempting to be funded are from the US with Great Britain second. The largest type of projects launched on Kickstarter are theatre/plays. Over the time period 2009-2017, the number of canceled projects has stayed about the same and the number of successful projects has declined. The lower the goal amount the higher chance the project has of succeeding.

1. What are some limitations of this dataset?

One limitation of the dataset is that we are missing a substantial part of the data. In this dataset we have approximately 4,000 projects out of the over 300,000 projects launched on Kickstarter. There could also be errors and inconsistencies within the dataset. Another limitation is the date and age of the data collected. The earliest project year being 2009 and the latest 2017. Kickstarter may not have gained traction until a certain year thus projects gaining traction as well.

1. What are some other possible tables and/or graphs that we could create?

A box and whisker chart to show the outliers and the variability in the data. In addition, a histogram chart could show the distribution of data.