# Excel Homework Report

From 2009 until 2017 we compiled a considerable amount of data 2 analyze the success and or shortcomings of Kickstarter campaigns. Having done a thorough analysis of the data available we are left with a few clear observations. First, it would appear as though the success or failure of a Kickstarter campaign is heavily influenced by time; specifically, the season in which the campaign or event is conducted. Second, the most successful Kickstarter events were during the spring, specifically in May. After May the data shows a downward trend towards December where the number of failed events overtook the number of successful events.

Moreover, it would appear as though certain events were far more successful than others. For example, one time most, successful events were theater, followed closely by music and film. Some of the most unsuccessful events included food, gaming, and publishing. Other events such as technology had both high success failure and cancellation rates which further complicates the analysis of how popular these specific genres are.

Within the available subcategories, we noted that there were very high rights of success end music specifically concerts and even documentaries. It is important to note that documentaries had a 100% success rate during this period.

Of course, this data set has its limitations. one that is of considerable importance would be the demographics as well as the general venues that these Kickstarter events were held. Given the success, data would appear as though a perhaps younger more musically inclined audience more often frequented these events. This data set of course could have also included other categories and ideas however search data may be harder to find.

Given the start differences in success among various categories, it might be ideal to develop a graph that evaluates the success or failure of each genre of entertainment on an annual basis. We could also use a graph that better illustrates the average contribution per donor. Also given the distinct shortcoming of food-related events, agraffe illustrating the disparity between the donation goal and total donation may help better illuminate that challenge.