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Excel Homework 1

Three Conclusions about Kickstarter Campaigns

1. Overall there is a fairly even split between successful campaigns and ones that either fail or are canceled.
2. Kickstarter campaigns are popular ways to fun creative projects. Three of the four largest project categories are Theater, Music, and Film/Video.
3. There is an inverse relationship to the success or failure of a project relative to the goal. The higher the goal amount the lower the likelihood of success for the project.

What are the limitations of this dataset?

* The categories may not accurately represent what fields the backers were trying to break into or appeal to. Any time you force things into a bucket some of the things won’t exactly fit.
* There may be other factors to the success or failure of a project than the attributes in this file. For example maybe the people behind the project made some social media gaffe that reflected poorly on their project, or conversely, maybe their project achieved a viral status and went very well. Those factors are not captured in this data set
* While we know if a project was successfully funded, we don’t know if the project was ever delivered successfully. Maybe the Kickstarter was successful because their goal was low, but they didn’t ask for enough to actually complete the project.

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

* It would be interesting to look at the relationship between being a staff pick and the success rate of different projects. You could pie chart the % of staff picks that were successful, canceled and failed for staff picks and non-staff picks
* An analysis of the Avg Donation and number of backers by category or sub category for successful project would be a good way to set expectations if you were looking at launching a kickstart campaign. This could be side by side column charts with bar pairs representing different categories/sub-categories.