**Excel Analysis Kickstarter – Insights**

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

Slightly over half of all Kickstarter campaigns are successful (53%). The most popular category for Kickstarter campaigns is “theater,” accounting for 34% of all campaigns, regardless of outcome. Out of a typical year, the month of May has the highest number of successful campaigns while December has the lowest number of successful campaigns.

2. What are some limitations of this dataset?

The dataset includes information from only the years 2009 to 2017, and is missing any recent trends that could have happened in the past 3 years. Additionally, it’s in aggregate so we are missing individual contribution levels from people donating to Kickstarter campaigns which could reveal additional trends that are not available with the current dataset.

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

We could see if a Kickstarter being a “staff pick” influences its likelihood of success via a bar chart comparing “staff pick” to “status.” A scatter plot of the goal amount and the amount pledged can show if there’s a relationship between a desired goal value and how much is pledged toward that goal. A bar chart comparing country to status/outcome could show if there are differences in the likelihood of success based on country. A table comparing the number of backers involved in a Kickstarter compared to category could give us an idea of whether the most popular category for campaigns also have the most number of backers.