Kick-Starter Analysis – Week 1 Excel Assignment

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Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

1. Based on the Data gathered and created Charts you can conclude the “Theater” category is the most popular category and Journalism is the least Popular category for all countries.
2. The 15,000 through 30,000 goal range has the most successful campaigns but it also based on the lower range of projects. The 5,000 to 10,000 range and above 50,000 range has by far the most total projects.
3. December has one of the highest failure rates of any month, probably due to the holidays and people being more reluctant to spend money.

What are some limitations of this dataset?

The data only represents information through the year of 2019, it would be interesting to see how this data changed through a global pandemic that had many effects financially globally. Would the success and fail rates be different post pandemic and which categories were most effected by financial turmoil.

What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

Some of the Categories are broad having a deeper dive into specific categories and the correlation between these categories and their success and failure rates.