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Homework\_1 - Excel Challenge

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GT-ATL-DATA-PT-12-2019-U-C

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

Based on the data evaluated, Kickstarter Projects have a success rate of roughly 53%. Theater projects were the most commonly crowdfunded campaigns and accounted for 33.86% of the kick starter projects available in the data set. Music projects were the second most common and accounted for 17.02% of the listed projects.

The smaller the goal the likelier the campaign is to be successful, campaigns with a goal of less than a 1,000 had a 71% rate of success while those with a goal greater than or equal to 50,000 had a success rate of less than 20% (19.31%).

Although May was the most successful month in which to start a project, the variance in the data doesn’t show that any particular time of year is necessarily better as April had the fewest failed projects and May had more.

**2. What are some limitations of this dataset?**

One identifiable limitation of this data set is that it is largely skewed to kickstarter projects based in the US. Projects in the US account for more than 70% of the projects in this data set. This data may therefore not be fully representative of the state of kickstarter projects globally and any inferences made should be done with this in mind.

An additional limitation is that since this only covers kickstarter projects it is not representative of all crowdfunded projects that may be done through different platforms.

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

Success rate by category and sub category

Success rate by average pledge

Success rate by country