Subject: Excel 01 Homework - Kickstarter Analysis Report

From: Terrence Cummings

Date: March 11, 2020

**INTRODUCTION**

We have analyzed data related to 4,000+ Kickstarter projects with the objective of identifying trends and characteristics which are associated with a higher rate of funding success. We have analyzed the projects with respect to:

1. The CATEGORY of the Kickstarter project filtered by COUNTRY
2. The SUB-CATEGORY of the Kickstarter project filtered by COUNTRY and CATEGORY
3. The MONTH in which the Kickstarter project was launched filtered by YEAR of launch and CATEGORY.

**CONCLUSIONS**

*Conclusion 1:* Projects related to the CATEGORY of “MUSIC” have the highest rate of being successfully funded in the US, as well as in all countries combined.

*Conclusion 2:* In the USA within the CATEGORY of “MUSIC”, the SUB-CATEGORIES of “JAZZ” and “FAITH” are the most likely to fail to meet their funding goal.

*Conclusion 3:* With respect to the MONTH of launch of a Kickstarter project, December has the highest target funding failure rate therefore launches in December should be avoided.

**DATA LIMITATIONS**

1. The most recent data is for Kickstarter projects launched in March 2017. Therefore, the data may not be representative of more recent Kickstarter trends between that time and today (March 2020).
2. Over 73% of the projects analyzed are from the US and therefore overall trends may not be representative of non-US markets. Data related to non-US markets is sparse and may not be statistically credible.

**OTHER TABLES OR GRAPHS FOR FURTHER STUDY**

1. State of funding compared to the amount of the funding goal.
2. State of funding for Staff Pick vs not Staff Pick.
3. State of funding for Spotlight vs not Spotlight.