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UNCC Data Analytics Bootcamp

Excel Homework

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**What are three conclusions we can make about Kickstarter campaigns given the provided data?**

* The country you are in seems to correlate with success. The best countries for Kickstarter campaigns tend to be the more populous countries. The U.S. appears to be the best country in which to launch a Kickstarter campaign.
* Category and especially subcategory matters. It appears that some categories outperform others, but there are subcategories that entirely fail (e.g. food trucks, animation films, video games) and some that do very well (e.g. plays, documentaries, rock).
* Although it appears the best time to start a campaign is from February to April, there doesn’t seem to be much of a correlation between when a campaign is started and whether it will be successful or not.

**What are some of the limitations of this dataset?**

Potential limitations of this data set could include the following:

* The data set could cover a time-series that is too short in length to make a reasonably accurate assessment.
* The number of categories included in the data set might be limited and not representative of all the different categories of Kickstarter projects.
* The variables/factors (e.g. goal, amount pledged, deadline, number of backers, etc…) might be too limited and miss other factors more correlated to campaign success.

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

A series of XY Scatterplots would be useful in determining which factors most closely correlate with successful campaigns. Also, some combination charts comparing the “goals” and “amounts raised” for categories and subcategories might be useful in determining a sweet-spot for goals for each category/subcategory.