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1: Excel Homework (Word Portion)

1. Three conclusions we can make about Kickstarter campaigns given the provided data:
   1. The first thing that comes to mind looking at the data provided is that more than half (approximately 53%) of this sample size of 4,114 projects successfully reached their initial goal (not including those 50 that are currently live).
   2. Kickstarter campaigns deemed to be “theater” campaigns make up the majority of all campaigns attempted, making up approximately 34% of the entire sample size.
   3. Of all the categories listed among this sample size, “music” had the highest success rate at 77.14%, excluding all currently live submissions. Breaking that down further, “classical”, “electronic”, “metal”, “pop”, and “rock” music all had a 100% success rate, while “world” music had a 100% cancel rate and “jazz” music had a 100% failure rate.
2. Some of the limitations of this dataset are as follows, from my perspective:
   1. There is not one unified currency for all of the campaigns. Looking at the naked dataset, one could easily look at “goal” and “pledged” and assume the highest “pledged” would be one of the most successful campaigns, when in reality we have to find a common unit of value to determine these things.
   2. There are some campaigns that are wildly successful and others that are clearly never intended to succeed. For example, ID122 never stood a chance.
   3. There are quite a few scenarios deemed “canceled” or “failed” that had more units “pledged” and had more “backers” than “successful” campaigns. Who is to say that a campaign failed simply because the creators had big dreams and lofty expectations and fell just short? Example here is ID1012 (canceled) and ID1917 (fail) vs. ID2213 (success)
3. Some other possible tables/graphs that we could create for this dataset would be:
   1. I like the idea of presenting all individual categories by outcome rate. I would investigate breaking down each category and presenting their success rate, failure rate, and canceled rate in the form of a bar graph. I would also look at success rate by year among the categories in the form of a line graph. No pie chart will ever be included in my research from this point on, due to Vikas’ hate for their clarity.