Analyzing Kickstarter Success 2009-2017

In this assignment, we used our knowledge of conditional formatting, pivot tables, charts, Unix date conversion and countifs functions to analyze a set of 4114 kickstarts.

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

* We can conclude that performing arts are the most popular projects on kickstarter, with Plays being the top sub category with 1066 Kickstarts.
* December had the least successful kickstarts, the downturn most likely due to people spending their disposable money on gifts.
* Projects that have a goal greater than $25000 have less of a chance to succeed, with an exception in the 40,000-45,000 range, which is the second most successful goal range after the sub $1000 range.

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

* I would like to see where the donations are coming from, or more information about the donators in general. For example, what projects can create many first-time donations?
* I want more detailed information about when projects hit their goal, and the relation of first day success to overall funding.
* I would like to see the description page of the kickstarts. Does a Video or a more complete description of the project increase the success rate?
* The data set does not include anything about sharing metrics. How many kickstarts inspired people to involve their social circles?
* I don’t really have any way to find the average donation (many small donors with few large?)

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

* Displaying our graphs based on percentage or counts could “tell the story” of the data in different ways.
* The relation of staff picks or spotlight status to success rate.
* What Categories have the most/least backers, and the size of their donations.
* How does the week of the month impact success?
* How long should the title be, does it impact success in a meaningful way?
* Breakdown of failed projects, what categories were closest to funding, which received zero funding at all.
* Highlighting the projects categories that most exceeded their goals by a significant factor.

# Visualizations