Excel HW 1

Kickstarters

1. We can conclude that the kickstarters that have the most overall activity and outcomes are those involving the arts and entertainment (films & video, music, and theater). These also happen to be the very categories of campaign that are most frequently successful. People seem to be drawn to others creating art, and therefore seem willing to give their money to help out. More seemingly-important campaign categories like technology and journalism are not looked at nearly as often.
2. One major limitation of the dataset is not knowing the overall population size. Looking at 4000 projects when over 300,000 projects have been launched on the platform suggests this may not be a clear representation of all the data Kickstarter may have.
3. We can also graph out the success rate of projects by country, and how many people from each country pledge money to campaigns.