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Excel HW1

Data conclusions

As a trend the most common kickstarter programs have been in the major category of theater, however kickstarter’s under the theater category do not also have the highest success rate. Overall, kickstarter’s in the category of music are the most successful based on the metric of percent rate. Additionally, all kickstarter’s in the subcategories of art books, audio books and world music have all proven unsuccessful. In turn, Kickstarter’s in hardware, non-fiction, metal music, pop music, video shorts, tabletop games, and television have all been successful, so these are potentially safe investments for backers. Also, as a rule of thumb, Kickstarter’s that begin in the summer months of may through July have a higher success rate than other times of the year, and kickstarter’s that set the lowest goals tend to be the most successful as there is an inverse relationship between goals and success rate.

Limitations

Some limitations of this data set include the fact that while most of the investments have been converted to USD not all of them have, so the actual global currency value of these different ventures might not be comparable. Also, there is limited data about the actual nature of many of the ventures beyond being grouped into subcategories. Additionally, there is a very low sample size for ventures of some of the subcategories and countries, so it is very difficult to verify the validity of these data points, or how much they indicate about future outcomes.

Possible graphs

Graphs showing a country by country comparison of state as defined by success rate may indicate that some ventures originating in different countries might be more reliable ventures than others. Also while success rate is directly related to increased backer count, a graph displaying the average donation per backer in comparison to categories and sub categories could illuminate which categories other investors are more interested in, and thus more likely to be successful.