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Excel Challenge Report

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1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Some genres of kickstart projects tend to be more prolific than others. For example, “theater” kickstarts are more numerous than every other genre—almost doubling the next highest genre of “music.” On the flip side, “journalism” is a seldom kickstarted genre of project.
   2. On a more granular level, within the “theater” genre of kickstarters, plays are overwhelmingly the type of theater project funded through kickstarter, vastly beating out “musicals” and “spaces.”
   3. The rate of success or failure of a kickstarter can vary. While canceled kickstarters tend to be cancelled fairly equally over the period of a year, both successful and failed kickstarters seems to be more volatile depending on the month. For example, the number of successful kickstarter campaigns dipped dramatically in the month of December.
2. What are some limitations of this dataset?

There are several limitations of this dataset. One limitation is that this data is only for a certain time period—not every kickstarter campaign ever made. In fact, the data ends at 2017. In the same vein, the sample is of course limited in size and scope to only kickstarters that fall within the date range represented by this data set. Considering that we’re looking at 2017 (and older) data in 2021, I’d also consider the age of the data itself a limitation.

1. What are some other possible tables and/or graphs that we could create?

There are many graphs and tables we could create to further examine our kickstarter data. We could compare a campaign’s percentage of funding versus their goal versus what genre each campaign is classified as. You could examine length of campaign and success rate. Another interesting comparison would be the goal of a campaign to success rate. You could also compare whether or not a campaign was a staff pick or a spotlight campaign to its success rate.

Bonus 2 Answer:

* Dealing with such a skewed and disparate set of numbers, I’d say that median is likely a better measure of central tendency for this data set.
* Based on having a substantially larger variance, I would posit that the level of variability is higher with successful kickstarter campaigns. I think this makes sense. The successful campaigns may or may not involve larger sums and larger numbers of backers, whereas the failed campaigns typically don’t have as many backers. This leads to a larger variability with the successful campaigns.