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Excel Homework Questions

1. It seems that the category with the largest number of kickstarters over this time period was theater (specifically plays). Journalism had the lowest number of kickstarters, covering only one subcategory in audio. It also seems like there is an uptick in the number of kickstarters around May, while December has the highest failure rate for kickstarters (the only month where the number of failures is greater than successes).
2. The donation data for each kickstarter does not have any mention of median donation amount, so it is impossible to tell if any of these projects were funded in large part due to a few gigantic donations. Kickstarters also usually have fundraising goals that can entice donors, but this data does not provide any information about what kinds of goals were promised. On a practical level, this data only describes these projects over the course of the kickstarter. Do these projects launch successfully afterwards? How long does it take from the completion of fundraising to actual product launch (many kickstarters are endlessly delayed)? What is the critical/consumer reaction to the actual product that eventually launches? This data is largely focused on factors tied to a project’s ability to raise money but does not inform us about what factors predict a more successful product.
3. Since the creation and deadline dates are provided, one metric that could be plotted is the amount of money raised per unit time to compare the rates at which different categories of kickstarter raise money. I would also be interested if larger projects with higher fundraising goals have higher or lower success rates than smaller projects with lower goals. A third potential chart could compare the effects of marketing factors such as kickstarter spotlight and staff picks to success rate to see if they provide any substantial advantages.