KickStarter Analysis of Projects from 2009-2017

From the data provided in StarterBook.xlsx regarding KickStarter campaigns, conclusions can be made about the data. First, the most and least successful categories can be determined from this data. Theater had the most successful campaigns with 839 where Journalism had no successful campaigns. Using the same Pivot Table by Category amount of canceled and failed projects can be seen per each category and further per each country. Second, the amount of successful, canceled or failed sub-categories can be concluded. The most successful campaign sub-category was plays within the category theater. Plays also had the most canceled campaigns at 353. This data could be further calculated into percentages to see the success and failure rate per total campaigns submitted. Third, using the Pivot Table by State the highest amount of campaigns submitted per month can be concluded. July had the most campaigns submitted and the data further can determine the most successful months. This would be helpful to see if success rates fluctuate during different months. Are campaigns less likely to get backers during the holidays? Or do more campaigns mean less success rate as backers have more selection?

This data set can provide an overview of campaigns states, but has limitations on the effort put into the campaign. This data does not show how much a group spent promoting their idea before launching the KickStart or how well the idea was marketed to the potential consumers. Were the successful campaigns a success because they spent months marketing their idea and building up excitement before launching a KickStart? Did campaigns fail as a result of being launched to gain backers without prior promotion? Another limitation is the effect of when a staff pick was selected. We can gather from this data that staff picks were successful and failed, but when was the staff pick announced. Are staff picks announced at the launch of campaigns or when they are about to close? A staff pick can influence backers to choose a campaign and play an important role in success rates.

Additional tables and graphs can be created to analyze the data provided such as average donation per category and sub-category. This can show if the most successful categories receive higher donations on average or if it is dependent on the campaign. Another table can be created to show the total backers per sub-category. Showing the amount of backers can highlight interest for categories based on amount supported.