Name Amanda Riley

HW 01-Excel

Kickstart Analysis

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

* Historically, campaigns related to theatre globally have the most successful outcome.
* Campaigns with goals less than $1,000 are the most successful.
* Historically, campaigns launched in May are more successful than campaigns launched in other months.
* In the United States, campaigns with more than 1,000 “backers” did not fail.

2. What are some limitations of this dataset?

* 89% of the campaigns are from two English speaking countries; United States (74%) and Great Britain (15%).
* There’s not an adequate global sample to make strong conclusions on a global scale.

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

* We could look at each country’s success and failure on a timeline. For example, the United States has the most successful campaigns, but we could examine earlier campaigns to compare rate of failure/cancellation in the United States to other countries.