Excel-challenge: Analysis

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There are many conclusions that can be drawn from the data provided in the Kickstart My Chart exercise. One such conclusion is that campaigns in the “theater” category are very popular, given they show the highest number of successful campaigns, coming in at 839 successful campaigns, out of a total number of 1393. Another conclusion is that out of the “theater” category, the sub-category of “plays” is the most popular, given it shows the highest number of successful campaigns, with a total of 694 out of 1066 total campaigns. Lastly, a third conclusion one can derive from this data, is that-the timing of the campaign matters. The month of May shows the highest number of successful campaigns, with 234 out of 386 campaigns started, and the highest rate of successful campaigns compared to total campaigns, at 61%. In contrast, the month of December shows the lowest number of successful campaigns, with 111 out of 252 campaigns started; and the lowest rate of successful campaigns compared to total campaigns, at 44%. This data provides a good starting point for those researching ways to create a successful Kickstarter campaign.

While one could use this data to draw several conclusions useful to the creation of a successful Kickstarter, it also has limitations. One such limitation, is the omission of how the campaigns were publicized. There is a variety of popular social media platforms that can be used to get the word out to the public, quantifiable data comparing social media platforms to each other, as well as to mailed publications and solicitations by phone calls, could greatly assist in the creation of a successful Kickstarter campaign. Another limitation of this data is that it includes little demographic data on the backers of the campaigns. Knowing the break down of pledges by age, income, and gender would give a prospective Kickstarter campaign target demographics to market to. Lastly, a third limitation of this data is that there is no way to look at Individual pledges. While an average can be useful, being able to quantify specific patterns of pledges, linked to demographic data, could assist with creating reasonable expectations – a goal that is too high is more likely to be cancelled or fail. Creating a realistic goal can help a campaign be successful by enabling it to accrue the required pledges in the shortest amount of time.

This data can be manipulated in a variety of ways. One could use this data to make a pivot table that shows a breakdown of pledges by country; if you add in a filter of categories, one could look at which category attracts the most pledges by location, enabling a campaign to mount their Kickstarter with a geographic advantage. One could also create a line chart that shows the length of time of each campaign compared to the percent funded, to see if there is a way to use time to maximize pledges. Finally, one could create a pivot table that shows the outcomes compared to whether the campaign was a staff pick or not, in order to determine if pursuing such would be useful in creating a successful campaign.