Excel Homework Questions

1. Given the provided data, what are three conclusions we can make about Kickstarter campaigns?
   1. The chance of a Kickstarter campaign being successful when started in the first half of the year (Jan-June) was 56.97%. However, the chance of a Kickstarter campaign being successful when started in the second half of the year (July-Dec) is 33.61%. Therefore, it is significantly more likely that a Kickstarter campaign is successful when started in the first half of the year.
   2. The subcategory that is most likely to be successful is “rock” with 100% of campaigns being successful despite having 260 total campaigns.
   3. The category of “food” has the highest failed rate of any category with 60% of campaigns failing.
2. What are some limitations of the data set?
   1. The “successful” Kickstarter campaigns are determined only by those that have met 100% of their goal. A campaign is not considered “successful” if it is 95% or 99% funded even if that would generally be considered a success by the originators of the campaign.
   2. A conclusion cannot be made about how successful a Kickstarter campaign will be based on the country it is started in. This is due to the lack of Kickstarter campaigns initiated in some countries and the lack of countries with comparable Kickstarter data.
3. What are other possible tables/graphs we could create?
   1. We could create a table that analyzes successful campaigns vs failed campaigns based on average donation.
   2. We could create a table that analyzes average donation by category or by country