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HW 1 – Excel Challenge

1. Based on the 4,000+ data points from KickStarter, it is clear that while the majority of KickStarter campaigns are theater projects, it seems that music campaigns tend to have the highest success rate over any other categories. However, theater campaigns have a higher number of successful campaigns overall. Meanwhile, it seems that food campaigns tend to have the highest failure rate followed closely by games.

Another conclusion that can be drawn based on the date regarding the sub-categories is that plays have an overwhelming number of campaigns on KickStarter compared to any other sub-category. Rock music and documentaries films have a 100% success rate whereas animation, children’s books, drama, fiction, gadgets, jazz, mobile games, nature, people, places, restaurants, and video games had a 100% failure rate. However, each of these sub-categories had 100 or less campaigns. The conclusion is that rock music, documentaries, and plays are the best sub-categories to start a KickStarter campaign in.

The third conclusion that can be drawn from the data is that throughout a year, there are more successful campaigns that failed campaigns except for December. This may be explained due to the Holiday season in which people may be less willing to contribute to a campaign due to expenses related to the Holidays. There is also a peak in successful campaigns around May. This would be helpful for anyone starting a KickStarter to choose the best time of year to start and end their campaign to try to reach their goal.

1. A limitation of this data set is that the data is outdated. The latest campaigns in the dataset are from 2017, so it is unclear how similar campaigns in 2021 might perform. In addition, there are date points as early as 2009. Different trends throughout the years could have different impacts on the success rate of certain campaigns based on their categories. Also, there are a lot of campaigns with 0 contributors or that were canceled which can affect the average donation amount, success rate, etc. In addition, there are campaigns that set a very low goal, that the percent it exceeded its goal is very high, making the “Percent Funded” column less meaningful.
2. An additional graph that could be created is the “Average Donation” compared to the category. A bar chart would allow us to see exactly which categories are getting higher or lower donations on average. This would give us insight to what kind of campaigns have what kind of contributors. We could get an idea of how much an average person would be willing to contribute to each campaign. Another chart that could give us helpful information might be to compare success and failures by country using a pivot bar chart. Like the chart comparing category to the state of the campaign, we could use the same method to see success by country, and filter by category instead. This could tell us in what parts of the world would KickStarter be more likely to be successful. We could also use a scatter plot to compare the goal that was set for a campaign compared to its success. Each point on the graph would represent each campaign. The x-axis would be the “Percent Funded” and the y-axis would be the “Goal”. The trend would tell us if there’s a relationship between the goal and the success rate of each campaign. We could conclude whether setting a lower or higher goal has an impact on whether it is successful or not.