Excel Challenge Report

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

1. Over half of Kickstarter campaigns are successful.
2. Theater/Plays are the most popular type of Kickstarter campaign.
3. Significantly fewer successful campaigns in December - perhaps due to holiday spending?
4. People fund documentaries, shorts, and television, but not drama, animation, and science fiction.
5. Nonfiction projects are 100% successful whereas all fiction projects have failed.

What are some limitations of this dataset?

1. Lack of information on how categories/subcategories are defined and assigned. User-driven? Fixed by Kickstarter or can they be added by users?
2. Based on the id column, this appears to be a sample of data versus the whole population of projects. It would be important to know the sample size for accurate analysis and any inferences.
3. Using average donation as a measure when Kickstarter campaigns have backer levels; some might infer from this a particular income group of individuals participating in a project, when in fact it’s more likely there are participants at multiple backer levels.

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

1. Proportion/circle charts to show successful/failed/cancelled projects among various categories, subcategories, and countries.
2. Pivot table to total and filter backer count by category, subcategory, and country.
3. Stacked bar chart to show staff\_pick projects (TRUE/FALSE) and whether they were successful/cancelled/failed (the stacked bars).
4. Stacked bar chart to show spotlight projects (TRUE/FALSE) and whether they were successful/cancelled/failed (the stacked bars).