An Bui

Data Analytics Boot Camp

Homework 1 – Excel \_Challenge

Create a report in Microsoft Word and answer the following questions.

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

2. What are some limitations of this dataset?

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

1. Given the provided data, three conclusions we can draw about Kickstarter campaigns are as follows:
   1. The majority of Kickstarter projects created that had highest success rate are in theater, music, and film/video areas.
   2. Play projects were created most and with highest success outcome - 1066 plays projects out of a total of 4000 projects in all categories.
   3. US performed the highest numbers of Kickstarter projects.
   4. The launch date is independent of the project outcome.
2. Limitations of the dataset include
   1. The dataset heavily depends on the outcomes of US as US had the highest number of projects done. The dataset did not reveal trends for other countries .
   2. The dataset did not analyze the duration of each project, thus it was difficult to fully judge the success rate of each project.
   3. The average backer amount depends on the project’ demographics. The dataset failed to address the demographic information of all projects within a country.
3. Other possible tables and graphs that we could create include
   1. Graph the relationship between the duration of the project and the success rate – longer project duration may increase the likelihood of meeting the project goal