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Excel Homework Questions

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1. There are many categories within the Kickstarter dataset. Out of the categories the Theater category had the highest number of campaigns started. Taking a look at the sub-categories within Theater, the majority of campaigns that were started fell under ‘Plays’.

Looking at the data, it is interesting to see the yearly growth of Kickstarter campaigns. The data set begins in 2009, and grows year over year until reaching a its peak in 2015, then we see a decline afterwards. It makes me think what the reason is for the decline after 2015. We also see a big jump in the total number of campaigns in 2014 compared to the prior years. It would be beneficial to see what contributed to this increase.

On the third pivot table created and the graph that is associated compares the number of canceled, failed, or successful campaigns dependent on the month of the year. While the number of canceled campaigns appears to be pretty consistent throughout the months, it is interesting to note that the one time of year the number of successful campaigns is lower that the number of failed campaigns is in December. This could be potentially correlated to the number of holidays around this time of year and the increase is money being spent elsewhere by the consumer, but it does not appear we can answer this with dataset.

1. A potential limitation of the dataset that we utilized is that the dataset could not be complete. If this is the case, the data we utilized would not be accurate.
2. One of the tables I would have created would have been based off the category of the Kickstarter in order to determine the percent of successful, failed, cancelled, and live. While Theater had the most total Kickstarter campaigns over the years, they might not have been the most successful in regard to percentage of successful campaigns. Also, we could easily take this spreadsheet and sort by countries to find data based off individual countries that participated in Kickstarter campaigns.

One piece of data I would find interesting is how many campaigns were being started each year, as this is how Kickstart would make money. If they are not growing year over year then, what is contributing to this?