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Excel Homework

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Given the info that we have we can conclude that Kickstarter had its most campaigns in the year 2015. In 2015, we saw a huge jump in the number of campaigns and this year alone makes up over 25% of our data set. We saw similar ratios of successful and failed campaigns during these years, but the volume increased
   2. We can also conclude that theater and plays were the most frequent category and subcategory of kickstarter campaigns. Theater campaigns comprised about 33% of all of the campaigns in our dataset. I did not expect this to be the most sought after campaign.
   3. Lastly, we can conclude that over 50% of kickstarter campaigns are considered to be successful. I did not expect this many campaigns to succeed.
2. What are some limitations of this dataset?
   1. One limitation I see is that there is no listed reason for the failures of the campaigns. If we could add another section to the dataset with a blurb or tidbit regarding the reason of the failure, we could see why certain campaigns are successful. Additionally, while we can see the average donation, I would want to see the largest donation that each campaign received. If an idea received a massive donation in comparison to other campaigns, then we could use this info to see a different metric of success.
3. What are some other possible tables and/or graphs that we could create?
   1. We could create a chart comparing the success/failure rates of kickstarter campaigns to the true/false staff designation given by kickstarter. I’m not sure what the intent of that metric is, but I would find the information useful. Additionally we could create a graph comparing the average length of failed campaigns and successful campaigns. I want to know if successful campaigns tend to be faster or slower than the failures. Lastly, I would want to compare success rate by country of each of the subcategories (we have the ability to do that with one of the graphs we made), so we can compare success in the US vs. outside.