Brent Findley

KickStarter Excel Homework Supplementary Questions

-Question 1:

For the diversity of Kickstarter projects that we are measuring with our spreadsheet, it appears that some campaigns in certain categories are more likely to be successful than others. For example, a food-related Kickstarter is a lot less likely to succeed within the confines of the time and capital goals (money) than say, a theater or music project. This could be due to physical requirements such as personnel or equipment needed. A food truck with all necessary attachments, tools, permits, personnel, etc. will be much more expensive than simply putting on a play for an audience.

Another conclusion we can draw from the data is that certain countries will have many more successful campaigns on average. This could be due to variations in disposable income for backers, lack of awareness of Kickstarter’s pervasiveness, etc.

A third conclusion we may draw from this data is that Kickstarter can be either a guaranteed victory or ultimately useless for a certain category of campaign. Animation and restaurants see a 100% failure rate, while plays and space exploration see a near 100% success rate, along with other categories and subcategories seeing similar extreme disparities.

-Question 2:

Some limitations for this data set can include the sample size of campaigns, the diversity of campaigns as far as categories go, the fact that Kickstarter (and crowdfunding in general) is a relatively new phenomenon, etc. By being a recent trend, we are confined to a short amount of time to see how successful crowdfunding has been over the years.

-Question 3:

We could use a scatterplot to measure the overall success/failure/cancellation rate of campaigns across categories, as well as something a little more simplistic, i.e. a pie or doughnut chart. One method may or may not be superior to another in this given scenario.