Data Analysis – Excel Homework

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

1. Of the 4,114 Kickstarter campaigns, roughly 53% of the campaigns are successful, with theatre and music being the most successful categories. However, theatre also turned out to contain the most fails of any category.
2. The following sub-categories have had 100% fail rate: animation, children’s books, drama, fiction, gadgets, mobile games, people, places, restaurants, and video games. In addition, all journalism campaigns were cancelled. Overall, music sub-categories were successful with 5 sub-categories registering 100% success.
3. The most successful campaigns were created during May and June, while the most cancelled campaigns were started in July and October.

What are some limitations of this dataset?

* Current limitations include data only being included starting in 2009, as was launched in April 2009.
* Data could be outdated since production of spreadsheet.
* Data does not include reasons why campaigns were cancelled, such as private investments, etc.
* Limited data for campaigns outside of the US.

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

* We could have created a pivot table that included both sub-category and category as columns in the pivot, essentially combining our two pivots for an easier comparison.
* We could create bar graphs for each state by year to show the changes over the years.
* A pie chart could show each campaign state and how big each percentage state is of the total number of campaigns.