Excel Challenge Data Analysis

1. One conclusion I can draw from the data provided regarding the state of Kickstarter campaigns is that campaigns in the theater category have 300 more successful campaigns than the second most successful music category. However, campaigns in the music category had a greater success rate (540/660) versus the theater category (839/1,332). Therefore, there is a greater chance of success based on the sample size to start a campaign in the music field.

A second conclusion is that the following sub-categories: classical music, documentary, electronic music, hardware, metal, non-fiction, pop, radio & podcasts, rock, shorts, tabletop games, and television had a 100% success rate, with rock having the largest sample size. Therefore, based on the data one can expect guaranteed success by starting a campaign in any of these categories, more-so the rock category.

A third conclusion can be made that the peak of successful campaigns took place in May (234) and the minimum amount of campaigns occurred in December (111). Therefore, starting a campaign during the middle of the year can yield a greater success rate compared to the winter months.

1. Some limitations of this dataset are: 1. Do the backers who have pledged money have a bias towards some of the categories that could lead to some being more successful than others? 2. The observed data does not show whether a certain threshold or range of money needed to reach a goal per category could lead to some being more successful than others. 3. Is there an average number of backers needed per category based on average donation to assure success? Also, the dataset may be limited in the sense that all countries do not have equal representation of backers in the population of Kickstarter, which could skew preference for certain categories over others based on popularity in the region.
2. Some other tables pivot tables that can be created to account for some limitations of the data set could be one that analyzes the average donation of backers per category based on the campaign’s state. Then create a stacked column graph that compares the average donation of each category by their subcategories based on whether the campaigns were successful, failed, or canceled (not the live ones since those are still receiving backers and donations). Another pivot table could include the money donated by region for each of the categories and their associated outcome. This then could be supplemented by a stacked column graph to show the amount of money donated by backers in each region to a specific category.