ASSIGNMENT 1: EXCEL HOMEWORK: KICKSTART MY CHART

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

## Given the provided data, projects classified in the “theater” category occur more often than any other category, almost twice as often as the next most occurring category, i.e., “music” (see *Figure 1)*. Almost 40% of all “successful” projects are categorized as “theater” (see *Figure 2)*.

Chart, bar chart

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**Chart, bar chart

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Given the provided data, projects classified in the “plays” sub-category occur more often than any other sub-category, more than four times as often as the next most occurring sub-category, i.e., “rock” (See *Figure 3*). Almost one-third (31.76%) of all “successful” projects are categorized as “plays” (See *Figure 4*).

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Given the provided data, more than twice as many successful projects began in May (234) compared to December (111) (See *Figure 5*). Successful projects beginning in May account for 5.69% of all successful projects, successful projects beginning in December account for 2.7% of all successful projects.

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**What are some limitations of this dataset?**

It is difficult to describe specific limitations of this dataset without a better idea of what it is to be used for. Some general limitations include its size and the lack of information regarding the “backers.”

The dataset only includes 4000 projects from a larger set of “over 300,000 projects” according to the background information given in the assignment. These 4000 projects in the dataset are less than 1.5% of the projects launched on *Kickstarter.* As a sample size increases, “sample variance” also increases, and the variance of the “sample mean” decreases. This means that as the size of the sample increases, precision increases. Therefore, conclusions made based on this data will be less precise than conclusions made from a larger sample.

In addition to its size, another limitation to consider is the fact only one thing about the “backers” is known, i.e., the average amount pledged. Nothing is known about the backers’ gender, net monetary worth, nationality, race, culture, level of education, etc. Conclusions based on the dataset would likely be limited by the potential for bias based on this lack of knowledge.

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

We could create a table and/or graph to illustrate how “staff\_pick” correlates with the average of the “Percent Funded” for each sub-category. There is a relationship between “Percent Funded” and “staff\_pick” for three of the subcategories (See *Figure 6*).

Chart

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\*staff\_pick is a Boolean data type, in this case “True” and “False”

We could create a table and/or graph to illustrate how the average “Percent Funded” is related to the currency used (See *Figure 7*).

Chart, pie chart

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We could create a table and/or graph to illustrate how the “games” and “technology” categories have a higher “Percent Funded” than the other categories.

Chart, bar chart

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