Homework 1 – Excel

Create a report in Microsoft Word and answer the following questions.

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

* More campaigns succeed rather then fail
* A large percentage of Kickstarter campaigns fall into the category of “Theater”, followed by “Music”, and “Film & video”. “Journalism” Kickstarter campaigns are rare by comparison.
* There are a number of categories on Kickstarter that have always failed, including animation, children’s books, dramas, jazz, and video games.

What are some limitations of this dataset?

* The data stops after 2017, it’s missing the most recent campaigns. I’ve donated to animation and video game Kickstarter campaigns that have succeeded within the last two years and it isn’t reflected in this data set.
* The Average Donation is simply the total funded for the campaign by the number of backers. I’m curious to know if there is a normal distribution around that average – is it skewed by a large number of people who spent a lot of money on the campaign? I’m interested in individual donations; how many people donate significant amounts of money to Kickstarter campaigns?
* There isn’t any explanation on what “spotlight” is or several of the other columns. I would be curious to know what that data represents or how it is collected.

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

* Comparing the number of the state of campaigns over the years to answer if more people are contributing to Kickstarters then ever before?
* Looking at Average Donation by Categories so see where people spend their money. Even though theater has the highest number of campaigns, do people donate the most to it as compared to films or technology?