Excel Challenge: Kick Starter Data Analysis Questions

1. Conclusions
   1. Individuals that follow and invest in crowdfunding projects are much more likely to be Arts oriented. 75 percent of the campaigns initiated are arts related (Film & Video, Journalism, Photography, Publishing, Theater) whereas only 20% of campaigns are Tech oriented (video games, technology). It is reasonable to conclude that the arts community, as a whole, has embraced crowdfunding as a mechanism for realizing new projects. However, there is no community per se related to the development of some new gadget for example. Subsequently, of the projects initiated, only 7% are successful Tech related projects while 45% are successful Arts related projects.
   2. The funding goal values for Film & Video and Theater are inversely correlated to the chances of success for their respective projects. However, the funding goals are directly correlated for the other categories. These relationships seem to indicate the elasticity of demand for all of the respective categories. It is, also, worth noting that the chances of success for a campaign initiated in a given category vary quite a bit. Music campaigns have the best chance of success at 77%. However, they are a statistical outlier because the funding goal amounts for music campaigns are very small compared to other types. Theater and Film & Video campaigns have a reasonable chance of success at 60% and 58% respectively. However, predicting the success of a photography campaign becomes the flip of a coin. Games, Technology, and Publishing are not likely to be successful at 36%, 35%, and 34%, respectively, and few Food campaigns will be successful with only 17% reaching their goal investment levels. Journalism projects are an interesting point in the data because none of the campaigns initiated was successful and, thus, they can be discounted from consideration as it seems the crowdfunding community does not support this type of campaign.
   3. Despite the fact that only about a third of campaigns involving technology (ie Tech and Games) will be successful, the campaigns in these categories that are successful will yield pledge amounts that average an astounding 11686.7% of the goal amounts. In contrast, successful campaigns in arts related categories (again discounting Music as an statistical outlier due the small goal amounts) , will yield an average of 155.5% of the goal amounts.

1. Limitations of the data:
   1. Attempting to predict the success or failure of crowdfunding campaigns based on limited discrete factors would be difficult to impossible and would not yield good results in a regression environment. Inherently, there are two properties of these campaigns which limit this prediction: 1. They are matter of taste-based demand/interest and 2.Only those individuals which follow and invest in crowdfunding campaigns are represented and not the population as a whole.
   2. Even the data shown for successful campaigns can be distorted by factors that are absent such as campaigns initiated by known parties (such as celebrities, social media personalities, and even, normal commercial entities. All of these parties have followings of people that would ensure a greater chance of success for their campaigns than parties with relative anonymity.
2. Other possible tables graphs:
   1. Chart of Success Percentage for a Category vs Average Funding Goal for Category
   2. Columns of Pledge as a Percentage of Goal by Campaign and Category/ Sub Category
   3. Columns and Chart that Rank/ Sort campaigns both by Total Receipts and % Receipts of Goal