Questions

1. There are fewer overall campaigns with more failed than successful campaigns in December. This is possibly due to the Christmas holiday where shoppers want to receive their purchased products immediately versus waiting until the following year to receive it. The highest success came in May as no major shopping holidays surround this month and with campaigns possibly ending in the summer and products possibly shipped by fall or winter in time for the holiday season.

Rock and Documentaries have a 100% fund rate and would be the most successful to be fully funded.

As the goal amount increases, the success rate falls while failure and cancel rate rises.

1. The dataset doesn’t show demographic (age, ethnicity, gender, etc.) of people donating to each sub-category. Therefore, it cannot determine which demographic made the largest contribution towards the goal and who made the least.
2. We can generate an extra column of how long a Kickstarter lasted by using DATEDIF() function for length of days between Date Created and Date ended. Create another tab for campaign time frame. Create a table with columns for Days, Number Successful, Number Failed, Number Canceled, Total Projects, Percentage Successful, Percentage Failed, Percentage Canceled. Separate days into 30 or less, 31 – 60, 61 – 90. Use the COUNTIF() function to count up length of campaign into each category for successful, failed and canceled. SUM() for total projects and figure out percentages.

Generate two Bar Graph that depicts successful, failed and canceled number of campaigns and percentages of said campaigns. Each graph can be filtered by days, successful, failed and canceled.

We can use this table and charts to determine if length of a live campaign will affect the outcome of successful, canceled and failed campaigns.

I created it in workbook to see how it’d look.

Fail-Success

1. Mean backers would better summarize the data. It gives a more accurate number to how many backers are contributing per campaign.
2. There’s more variability in successful backers. It doesn’t make sense as we cannot base the failure or success of a campaign on backer count or amount. Failed campaigns had low goal amounts that was not satisfied as well and cannot conclude why there was more variability with successful campaigns.