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KU Data Analytics Bootcamp

Excel Homework: Kickstart My Chart

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   * 1. The success rate of Kickstarters tends to fall off drastically in December, but increases throughout the first and second quarters.
     2. The theater category seems to have the most overall Kickstarters, with the majority of those being plays.
     3. Campaign success steadily drops over the summer.
2. What are some limitations of this dataset?

a. I think the data may be based off of a sample, and that sample may be skewed towards collecting more theater Kickstarters. There seems to be a much larger proportion of theater Kickstarters than the other categories, which may indicate a need to further investigate and make sure the sample is an accurate representation.

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

a. One table/graph we could create might compare the total time the Kickstarter was up versus it’s percent funded. We could also look at average donation compared to category or sub-category to see which ones have more generous donors.