

HW #1 - Excel

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

First, let's look at what the data provides to us. It presents to us all Kickstarter campaigns between the years 2009 and 2017. The data also presents to us the types of projects, money raised, and campaign origin. From the data, we can deduce information about the kickstarter community: campaign categories, the popularity of campaigns, and popularity trends. Conclusions we can make are that Theater is the most popular in terms of campaigns, Journalism is the least popular, but Music has the highest number of successful projects.

2. What are some limitations of this dataset?

Mainly, the data explicitly connects the financial state, e.g. successfulness, and the category of a campaign. It tells us more than what was stated in part one, however. The data also tells us trends like projects per country and the popularity of projects per county. One limitation of our data is that it does not tell us the currency used per project. This trend can tell us more about which country's projects were the most popular in other countries.

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

Some trends we can further identify are top donating countries, spending through time, and average price of projects per category through time. Using these trends, we can find growing categories, the accessibility of projects through time, the accessibility of categories through time, and etc. Charting these types of financial trends are useful for finding the best place to launch certain products, or for investing in those products as well.