|  |
| --- |
| colored transparent rectangle  KICKSTARTER ANALYSIS  Excel Homework Final  Beth Chappell  Data Cohort 5 – Sep 2019 |



What three conclusions can we draw from our data analysis about Kickstarter campaigns?

1. Traffic to the site was at its peak in 2015.
2. Primary site use is in US and Great Britain for Theater Projects.
3. The proportion of successful campaigns to the total ongoing over a year seems to appear somewhat consistent since 2009. More specifically, of the total number of projects, the greatest proportion are successful, closely followed but trailed by failed projects and the remainder cancel.

Some limitations of this data set:

* We did not calculate the length of the project in relationship to successful/failure.
* We did not analyze the relationship between staff pick and success.
* We did not have any information about traffic to the site.
* We did not have any information about repeat users.

Other possible graphs:

* Scatter plot of average donation over time
* Scatter plot showing relationship between number of backers over time