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Kickstarter Campaign Excel Analysis Summary

Given the provided data, there are some conclusions we can draw about Kickstarter Campaigns. First being that the biggest category for Kickstarter campaigns is fundraising for theater projects and that Kickstarter campaigns for plays are likely to be successful with 694 of 1066 projects being marked as “successful.” The data also shows that Journalism projects are not likely to be successful. This is evidenced by no journalism projects having been marked as successful. A third point we can take from this data is that rock music Kickstarter campaigns are more likely to be successful than classical music campaigns.

Some limitations of the data set include the lack of demographics and the wide variety of monetary units. Donation amounts may be affected by the location of the group, artist, or project as certain areas might have greater access to social media or other methods for exposure. The varying monetary units make it difficult to truly compare donations between the different data and to see how much money was raised in comparison to other projects. The wide range of goal costs can also skew data. A project with a goal of $44,000 might have a more difficult time raising funds than a project with a $100 goal.

We can create another table or graph to account for the different monetary units and convert them into a single unit to make comparison easier. You could also create a graph to compare projects with similar budgets.