Excel Kickstarter Campaign Report

1. Three conclusions that can be drawn about kickstarter campaigns from this data:
   1. Overall, theater (especially plays) has the most success as kickstarter campaigns
   2. December is not the best month to launch kickstarter campaigns. That is the only month where more campaigns failed than were successful across the years analyzed.
   3. This data set indicates that the largest number of kickstarter campaigns are in the US.
2. When thinking of limitations of the data, it depends upon what a person wants to derive from this data. If someone wanted to know something about kickstarter trends based on US cities, this wouldn’t tell them that. If they wanted to know the demographics of the backers, there is nothing indicated about the backers except how many were per project. A limitation of this set is that it is only 4,000 projects. Why were these chosen? Were they randomly chosen or was there a bias included in the choices? Regarding statistical limitations, some of these ranges are absolutely huge, such as the pledged or goal amounts. We have to consider those things when analyzing means, for example.
3. Other graphs/tables for analysis:
   1. An interesting analysis might be to use the data on the pivot table that shows state (outcome) by category and calculate the ratio of success to failure for each category. One could do this by sub-category as well. This information is useful for thinking about what categories and sub-categories to choose for kickstarter campaigns. For example, theater is the overall most successful category of kickstarters, but music is second. If we analyze music closer, we see that the ratio of successful campaigns to failed campaigns is greater for music. So, not as many music campaigns were launched in the first place, but a great number of the ones that were launched ended up being successful.
   2. We could use a pivot table to analyze the average, median, maximum, and minimum goal of campaigns that were canceled, failed, live or successful. This would be helpful when thinking about setting reasonable project goals and could also be viewed as pivot bar charts by various filtering. (Note: I answered this prior to doing the bonus; our bonus activity was much more in-depth than the analysis I talked about here but gets at the same idea I was thinking about).
   3. We could use a pivot table to show the total number of kickstarter campaigns in each country and also break out how many were successful, failed, canceled or live. This would make it easy to compare countries side by side and could also be viewed as pivot bar charts by various filtering.
   4. We could make a column that would calculate the number of days the campaign was open by subtracting the creation date from the deadline date. A pivot table could be created that shows the average, median, maximum and minimum number of days the campaign was open for successful vs failed campaigns. This would help indicate if the amount of time open has anything to do with success.

Bonus materials:

The median is a much better summary of the data that specifically looks at number of backers for successful and failed campaigns, due to large outliers skewing the mean.

There is a greater deal of variability when considering the number of backers in successful campaigns versus unsuccessful campaigns. This makes sense because it stands to reason that some of the successful campaigns would have large numbers of backers, which would increase the range of the data. Failed campaigns would likely have less backers to begin with and a smaller range of data, thus decreasing the variability of the data.