Cole Fingerut

Tues-Thurs Class

Report for Excel StarterBook Assignment

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. They seem to be decently successful. Out of the 4114 observations we see that 2185 of them were successful in hitting their goal, as opposed to 1530 that failed.
   2. Interestingly, creative endeavors such as music and art are amongst the most successful. This would make sense as Kickstarter is a community modeled channel, raising funds from a large swath of interested communities. Things that seem to benefit communities themselves, such as theaters, seem to do well.
   3. There seems to be some seasonal correlation to when the most kick starters start. We see dips in the number of Kickstarter during the winter, in both successful and failed campaigns, with similar spikes in activity in these groups in the spring and leading into summer.
2. What are some limitations of this dataset?
   1. Personally, one of the points of data I would have wanted to analyze further were the characterizations of donations. We can see the average donation, but if there were demographic information or the ability to parse large donations vs smaller, that would have been great.
   2. In the data, there are a number of “canceled” campaigns. Some of them seemed to be making progress toward their funding goal, but the data cannot tell us the specific characteristics of why they were called off. This would be pertinent information to draw more defined conclusions into why some campaigns work and other do not.
3. What are some other possible tables and/or graphs that we could create?
   1. Although they are not my favorite, a pie chart showing the percentage of successful/failed/canceled campaigns would be a good broad and easily to understand snapshot of how campaigns were doing.
   2. We could also break down the campaigns by category and make bar graphs with the subcategories to visualize how a broad category was faring specifically between its subsequent subcategories.
   3. Another useful chart would be a “combo chart” that shows not only the bar graph data we have but includes a trend line. This would be especially informative when looking at time series data and combines the benefit of line and bar graphs for viewing trends over a period of time.