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.