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Unit 1 Homework

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Conclusion 1: Though there are vastly more campaigns within the 'theater' category, 39% of the campaigns ended in cancellation or failure (excluding current live ones). Twenty percent of the campaigns in 'music', the second highest in total campaigns across categories, ended in cancellation or failure.

Conclusion 2: The 'rock' subcategory had the largest number of campaigns within the 'music' category. All were successful. 'Faith', 'jazz', and 'world music' had no successful campaigns.

Conclusion 3: The month of May had the highest number of successful campaigns for the 'theater' category with 111, that is compared to 55 that were cancelled or that failed. December had the lowest (37), and it was nearly 50/50 for a 'theater' campaign to succeed or fail.

2. What are some limitations of this dataset?

The data included no information on marketing, how the campaigners were reaching out to their target audiences, and how much time was spent advertising for their Kickstarter. This information would be important to consider, especially for a campaign in a category or subcategory that had a near equal chance of success or failure.

3. What are some other possible tables and/or graphs that we could create?

Compare the success, failure, or cancellation of a campaign to the number of backers using both a pivot table and a pivot chart. Also compare the state of previous campaigns to the average donation amount per donor using a pivot table and a pivot chart. Be able to filter each by category and by country.