Excel Module Written Report

Christopher Chen

From the stacked-column chart of the parent category, we can conclude that all categories except games have more successful campaigns than failed ones.

From the stacked-column chart of the sub-category, we can conclude that the plays sub-category has the most campaign than any other sub-category by a significant amount, having over 300 campaigns while other categories have fewer than 100.

And from the line graph of the creation date, we can conclude that June and July have the most successful campaigns (while having a moderate amount of failed and cancelled ones), but the next month, August, has the lowest amount of successful campaigns (and having a high amount of failed and cancelled ones).

A limitation of this dataset is that it does not have many columns that describe the actual product being pitched. The only variables about the product are the categories and the short (and often vague) blurbs. This means that we cannot assess how different types of products perform, such as if physical devices succeed more or less than software. We also cannot determine if the product was actually made and delivered even if the funding was successful.

Other possible tables and graphs we can create would be average donation with category, outcome, and country. This would allow us to determine if backers of certain categories are donating more on average than other categories, and if countries that are “wealthier” have higher average donations. We could also determine if failed campaigns had lower average donations as backers may have been less confident in the campaign so donated only a little.