**Kickstart My Chart**

**Excel Homework**

1. Given the provided data, what are three conclusions we can draw about Kickstarter Campaigns?
   1. When looking at “technology” kickstarters, we can see there is a roughly equal distribution among projects that fail, get canceled, or are successful. For the purposes of analysis let’s combine the numbers for failure and cancellation (because both indicate that a project has failed to get off the ground) and then compare these figures to successes, once we do this see that technology kickstarters are highly risky endeavours.
   2. There is a steep decline in creation of campaigns that are successful in the Nov-Dec period of the year, whereas this is not observable in failure and cancellations. There may be a strategic play in launching a campaign outside of these months, perhaps because these campaigns don’t have to compete with Christmas & Black Friday related retail expenditure.
   3. We can also see there is a relationship between how small the goal is for a project to how successful it ends up being. Although many project categories, like technology, may require more funding than say, for example, musical projects, campaigns should budget extremely tightly in order to increase their chances of having a successful campaign.
2. What are the limitations of this dataset?
   1. The raw data in the dataset is heavily skewed towards the Theater category. Upon looking at the website it does not seem that Theater is a very populated category seeking funding, (and I believe this may be because of the nature of the industry – in that it requires it’s audience members to be local to where a play is showing and asking a global base for funding may result in overall funding failures). I believe this category may actually be dirtying up the dataset and therefore inadvertently affecting conclusions that we can draw from it.
   2. In looking at the currency column, it seems that the figures in this dataset have not all been converted to matching currencies. Because of conversion rates, out conclusions cannot be deemed accurate until this is done so.
3. What are some other possible tables and/or graphs that we could create?
   1. It would be interesting to create a graph that contrasts average donations for each category. My hypothesis is that, even with the level of failures in the technology category that the average donation would still be higher there.
   2. We can also create a graph showing whether the time of a campaign being live has any effect on it’s success rate. Is there such a thing as “momentum” for Kickstarter campaigns, and how much of an effect does this have on campaign success/failure?