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KICKSTARTER **I**NSIGHTS

PREPARED: 9-29-2020

PREPARED FOR: Excel Challenge Homework

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# Kickstarter Data Exploration

This section presents the findings from the exploration of Kickstarter campaign data. The findings are presented using three pivot graphs: State Count By Category, State Count By Sub-Category, and State Count By Date Created. A summary of conclusions is provided for each of the three findings. Finally, observations are provided regarding dataset limitations and additional chart recommendations.

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## State Count By Category

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## State Count By Sub-Category

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## State Count By Date Created

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# Concluding Observations & Remarks

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

* Theater and music have the most campaigns, music having the highest rate of success, based on state count by category
* Plays draw the most campaigns, based on sub-category
* Success and failure by time of year seem to stay relative, while cancelations follow an invariant trend of their own. With two exceptions:
  + From January to February success and failure veer in opposite directions
  + Success seems to spike in May

**What are some limitations of this dataset?**

* We do not know what “spotlight” is or how it informs the data other than assuming what it means.
* We do not know who or what organizations have campaigns running or how many

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

* A Pivot table that contained both category and sub-category, so that you could see how the subcategory informed the success or failure of the category
* Staff Pick vs. Not Pick would make a good line chart
* How duration of campaign informs success or failure of goals met, this may be well represented in a bar chart.

Journalism is canceled

Theater, Music, Film/Video are the most popular categories

Film/Video and Theater both seem to have similar percentages of success/failure/cancelation

State Count by Sub-Category

Plays are the most popular

People just do not want to help Jazz

There are quite a few sub-category’s that have 100% failure or cancel rate

State Count by Date Created

May has a high success rate

December has the lowest success rate

Highest Failed rate is January

Canceled rate stays consistent

What are some limitations of this dataset?

Whole Data Set

What is spotlight?

We don’t have information about who is involved with campaigns?

Do the people running campaigns have necessary qualifications?

What is their history of success and failure?

The only financial information we have is their goal no budget information available.

Success is only measured by if their goal was met or exceeded by pledges. How does this inform if their project achieved success?

Does the length of campaign inform success or failure?

State Count by Category

What sub sections of a category are more successful than others and how it informs the success of the whole category

There is no way to track trends based on the data presented

State Count by Sub-Category

Only sub-categories are represented. Hard to put into context how subcategories are informing categories

State Count by Date Created

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

A Pivot table that contained both category and sub-category, so that you could see how the subcategory informed the success or failure of the category

Staff Pick vs. Not Pick

How does “spotlight” inform data

how duration of campaign informs success or failure