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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.

## State Count By Category

## State Count By Sub-Category

## State Count By Date Created

# 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.
  + Looking at the same criteria we can also determine that food has the least success.
  + Do not Start a journalism campaign.
* Plays draw the most campaigns, based on state count by sub-category.
  + Music has the overall highest rate of success, according to our state count by category. Our state count by sub-category clearly shows there is no love for jazz, as all jazz campaigns are canceled.
* Success and failure by state count by date created seem to stay relative to each other, while cancelations follow an invariant trend of their own. With two exceptions:
  + In the month of May the success rate spikes to 234 successful campaigns and though failure rate increases slightly from April (when it is at it lowest) the margin between success and failure is at its most optimal. This is when I would start a campaign.
  + December is the only time where successful and failed campaigns cross paths. Though failed campaigns are not at the highest in this month, successful campaigns are. This data leads me to conclude that December would be the worst month to start a campaign.

**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.
* We do not know if individuals or groups have multiple campaigns.

**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.

# Bonus 2

**Use your data to determine whether the mean or the median summarizes the data more meaningfully.**

* Median is less skewed by outliers so therefore more meaningful.

**Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

* There is more variability within the successful data. We know this because:
  + The variance of the successful backers is substantially greater than failed backer’s count.
  + We can also look at the min and max of both outcomes and there is a much wider margin for successful campaigns.