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Excel Homework Analysis

1. From our sample, it appears that Theatre is by far the most popular category in terms of number of campaigns launched. It also has the largest number of both successful and failed campaigns within the category. The Music category has the next largest amount of campaigns identified, followed by Film & video at number three. The Journalism category has by far the fewest number of recorded campaigns, with only 24 projects identified and all of them canceled.

From our sample, it appears that campaigns in the Music category have the greatest proportion of successful outcomes to nonsuccessful outcomes (including failed, live, and canceled campaigns) with 540/700 campaigns (77%) successful. Theatre has the second largest percentage of successful campaigns (839/1393; 60%), and Film & Video has the third largest percentage (300/520; 58%).

Food and Games are historically the most unsuccessful categories; 160 of 200 campaigns in the Food category were canceled or failed (80%), and 140 of 220 (63%) campaigns in Games fared similarly.

There are also clear trends within certain categories; for example, in the Film & Video category, campaigns related to Shorts, Documentaries, and Television projects had an 100% rate of successful campaigns, whereas Animation and Drama had 100% failure rates. 100% of Science Fiction projects in that category were cancelled. The music category displays a similar trend; 100% of campaigns in Classical Music, Electronic Music, Metal, Pop, and Rock were successful, whereas campaigns in the category of Jazz, Faith, and World Music were historically unsuccessful or canceled. (1/3 of Faith campaigns are currently live).

1. In considering the limitations of this data set, I’d want to know how the data was sampled and whether it is truly representative of the overall set of Kickstarter campaigns. According to their website, over 433,000 campaigns have been launched with Kickstarter; our set of 4000 campaigns could be representative provided it was sampled properly. As it stands, though, I have no way of knowing whether certain categories (Theatre in particular) are oversampled and whether other categories (Journalism) are undersampled.

Another limitation of our data is that it was retrieved during 2017. It is 2019 now, and consumer trends can and frequently do change quickly. In the year between data retrieval and data analysis, quite a bit could have changed.

1. One aspect of the data I’d be interested in studying would be whether spotlighted campaigns had greater rates of success than non-spotlighted campaigns. To get that information I would probably cross-reference the ‘spotlight’ column with an average of the ‘percent funded’ column in a Pivot Table to see whether there is a clear relationship between the two.

I also might be interested in seeing whether the number of backers has anything to do with a project’s success. To get that I’d probably cross-reference the ‘number of backers’ column with the ‘state’ column in a Pivot Table to see whether projects with a higher number of backers are more successful than those with a lower number of backers. It would also be interesting to introduce ‘goal’ as a variable to see whether the number of backers increased constantly as ‘goal increased.’