Excel Challenge

From the Kickstart data set, it is apparent that between 2009 and 2017, Kickstarter was most popular in the United States, and that theater as a category was its most popular category. Five times as many campaigns originated in the US than in Great Britain, which has the second highest total. Another observation is that Kickstarter would not be a good means of funding a journalism project because not a single journalism project in the years provided was a success.

Some limitations from this data are that we don’t know why campaigns were successful. I think it would be interesting to see if there is a correlation between success of the campaign and social media engagement. For example, if there were a way to look at successful Kickstarter campaign creators and the number of Instagram and Twitter followers they have, we might be able to determine if there is a connection between social media and success. Also, we have no information on who is contributing via Kickstarter. That could be valuable information for someone trying to determine how and if to use it as a means of raising funds.

Other possible graphs we could create based on the current data would be a success of campaign based on year. I thought about creating graphs based on average donation, because it seemed like it would be helpful to see if there was a correlation between the average donation and success, but the issue when I tried to create that table was that there were 4000 different values for average donation, so the results weren’t truly helpful. However, you could probably create a column with an average range of donations and see what happens then. (I wrote this before I got to the Bonus work.)