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Excel Challenge Write Up

1. Given the data, if a project sets their goal at 40,000 or higher their likelihood of failure or cancelation increases by double, while the likelihood of success drops by nearly 30%. We can also conclude that the campaigns that start after May, have a lower chance of success. Finally, we can conclude music campaigns have the highest success rate of all campaigns recorded.
2. One of the limitations of this data that I see is the size of the data set. There are only 4100(ish) data points given for several years, and although it’s enough to get an idea, the more points the better. Another limitation is that it’s only on Kickstarter. There are other platforms that people fund products and programs on, and we could look compare the results of these findings across the other platforms.
3. Some other relationships we could look at are the average donation vs success/failure rate and the effect of the spotlight on success and failure. We could also look at the same or similar projects funding/success rates on other platforms such as IndieGoGo, GoFundMe, and others to see if performance was based upon the platform itself.