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Excel Challenge

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

Music, Film & Video, Technology, and Theater represent the majority of the Kickstarter projects. Theater had the most projects but Music projects seem on first glance to be the most successful of those categories. Journalism category projects have not yet succeeded.

1. What are some limitations of this dataset?

The data doesn’t seem to include information about whether or not the project successfully delivered a tangible product. It’s unclear what the ‘state’ data means. Does that mean that a product was delivered? The data could also be updated to include more recent Kickstarter projects.

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

We need to investigate possible correlation between percent funding of the project and the success of the project. The same can be said for the length of the Kickstarter project that was allocated. I would also be curious to look into if the original amount of funding requested had an impact on whether or not the project was successful.

I’d also like to filter the data one things such as Spotlight or Staff Pick.