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Excel Homework Analysis

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

Given the provided data, we can see that:

* Overall, music projects are disproportionately successful (77%) compared to the overall average of successful campaigns (53%). This is not an immediate indicator that more music projects would lead to higher revenues for Kickstarter the company (given they take a chunk of what is donated). However, it is well worth considering promoting music projects, especially in summer months (May-Aug, specific month where uptick occurs depends on the year) when there is already an uptick of successful music projects.
* Journalism projects, of which there are few to begin with, universally are canceled. This is a category that, if it costs any money to Kickstarter to offer, should likely be ceased and any marketing revenue be redirected.
* Also a limitation: It’s tempting to draw conclusions about theater projects based on this data. However, one must critically examine them as the graphs don’t tell the whole story. Theater projects are by far the most popular Kickstarter campaigns in terms to number submitted. But they are not more successful (60%) then those categories that also show a high degree of success (ex. film and video- 57%). There are also disproportionately more plays as a subcategory than any other subcategory because of the number of theater projects and the number of those that are subcategorized as plays. In reality, theater projects are successful, yes, but not enough merit to direct significant advertising dollars there. People seem to already be aware of Kickstarter as a great platform for theater projects.

1. **What are some limitations of this dataset?**

* As was stated above, there isn’t as much that can be drawn from the theater data as it would initially look like there could be. When analyzing trends by month, its important to note that some months there are no submissions from particular categories, leading to gaps in the dataset that should be considered when looking at trends by launch date month for all years combined.
* There is some misdirection in the data. A good example: staff picks, which one would assume would help a case, either do not help or harm the case for a project. Only 492/4115 (12%) of staff pick campaigns succeeded.
* The dataset is absent significant demographic data (save country). Where are the projects, who are they targeting, how are they marketed to potential backers, what geography, etc. This opens up to significant questions about projects’ successes and failures and how they apply to their audience. It also doesn’t allow us much the ability to separate Kickstarter’s influence from the person who posted the project’s influence (ex. Are there more theater projects over, say, journalism projects because journalists don’t find Kickstarter reputable/it isn’t accepted in that community vs. the possibility of a high awareness in the theater community)
* Foreign currencies are in flux right now. Will the data tell an accurate story to today’s conversion rates/tomorrow’s vs. yesterday’s on the bonus (given the data is inclusive of all countries where data was pulled, not just US)?

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

* Staff Pick Influence on success/failure over time
* Spotlight Pick Influence on success/failure over time
* Comparison of the number of backers on the average amount donated, especially as it relates to category (great pivot table). Ex. If more backers, did each person donate a smaller amount to reach the goal and does this hold across categories.
* Country’s influence on the above as well as the tables we already created