Homework- Excel

Due: Nov 7

From: Dana Woodruff

Executive Summary

Kickstarter campaigns offer the ability for small projects to receive funding that is not otherwise available to them through capital markets or large, private investors.[[1]](#footnote-1)

The arts, including theater, visual, and music, benefit from the innovative approach of Kickstarter. Arts are frequently underfunded in the public space. Theater and music represented half of the projects in the sampled time period with a 67% success rate.[[2]](#footnote-2)

Most Kickstarter campaigns, approximately 65%, bring the community together in some form be it theater or music venues, table games, or food.[[3]](#footnote-3) It is difficult to quantify the enrichment the campaigns bring to neighborhoods across the globe.

There are limitations and cautions in the data. Each project sets its goal. The goal may not be realistic, e.g. a goal of $1, and may not represent all of the project costs, e.g. the project seeks to supplement privately raised funds. [[4]](#footnote-4)

The funds have not been converted to a common currency and the Outcomes Based on Goals table and graph may be mis-categorizing based on project sizes.[[5]](#footnote-5)

Data has not been collected on the backers’ opinion of whether they got their money’s worth…this data might explain future donations or lack thereof. Early years have a higher number of successful campaigns compared to later years. It would be helpful to know if this is because of unrealistic goal setting or project quality.[[6]](#footnote-6)

The data shows an unexplained drop in campaigns after 2015 during a strong economy.[[7]](#footnote-7)

A helpful visualization would be to plot project status versus years. If Kickstarter surveyed past backers opinions of the projects they supported this could be useful data when compared to project status or repeat backers. Understanding overall project cost compared to the Kickstarter goal may be useful data to chart.[[8]](#footnote-8)

1. First conclusion [↑](#footnote-ref-1)
2. Second conclusion [↑](#footnote-ref-2)
3. Third conclusion. [↑](#footnote-ref-3)
4. Limitation [↑](#footnote-ref-4)
5. Limitation / inaccuracy [↑](#footnote-ref-5)
6. Limitation [↑](#footnote-ref-6)
7. Limitation [↑](#footnote-ref-7)
8. Helpful visualizations or potential visualizations [↑](#footnote-ref-8)