**Kickstarter Analysis in Excel**

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

**Conclusion #1:** Certain subcategories almost always succeed, while some almost always fail or get cancelled.

Classical Music, Electronic Music, Metal, Rock, Pop, Radio & Podcasts, Television, Documentary, Shorts, & Non-Fiction, Hardware, Tabletop Games have a 100% success rate.

Animation, Art Books, Audio, Children’s Books, Drama, Fiction, Food Trucks, Gadgets, Jazz, Mobile Games, Nature, People, Places, Restaurants, Science Fiction, Translations, Videogames, Wearables, Web & World Music have a 100% fail / cancel rate.

It would be advantageous to choose a category with a high success rate, and avoid a high fail / cancel rate.

**Conclusion #2:** Campaigns that set a lower initial goal, are more likely to success, and the higher the goal, the lower the success rate, with the exception of the bump above $50,000.

**Conclusion #3**: Of the Broad categories, the highest rate of success overall is within the Music, theater, and Film & Video categories. The highest rate of failure is within the journalism, food, & Publishing fields.

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

The data set can tell you what types of campaigns are likely to succeed, and likely to fail, but it does not tell you why they succeed or fail. It is possible that the successful campaigns have bigger marketing budgets, or initial fan bases to market to, while some other categories may be reliant on the platform itself to bring in backers. It also does not state where backers come from. Is it possible that a high percentage of campaigns drive traffic to the site opposed to relying on backers discovering projects on the site? It’s not to say that someone can’t have a successful campaign within a category with a high fail rate, perhaps the campaigns that have proceeded prior, were just poorly run, or not that compelling.

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

A potential insight could be discovered by creating a table to analyze whether there is an effect from being a “Staff Pick” or being selected as a “Featured” campaign. You could explore success vs failed by duration of campaign. It’s feasible that longer campaigns have higher opportunity to succeed. It might be worth looking into which categories have the highest average donations, and percentage funded.