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Due Date: Sat, Nov 09, 2019

Assignment: Excel Homework

Report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. From the first plot, based on Parent Category and including all Countries, we can clearly see the Top Three Categories with the highest rates of success as a percentage are Music (77%), Film & Video (58%), and Theater (60%). On contrast, the Worst Three Categories belong to Journalism (0%), Food (17%), and Publishing (34%). Digging a little deeper and using the same analysis, if we filter by Country and pick out the Top Three with the highest number of campaigns, we can produce the following table:

|  |  |  |  |
| --- | --- | --- | --- |
| Country | No. of Campaigns | Top Three | Worst Three |
| US | 3038 | Music (77%)  Film & Video (62%)  Theater (58%) | Journalism (0%)  Food (20%)  Games (35%) |
| GB | 604 | Music (74%)  Theater (72%)  Games (48%) | Food (0%)  Publishing (35%)  Film and Video (40%) |
| CA | 146 | Music (83%)  Theater (64%)  Photography (46%) | Food (0%)  Technology (26%)  Publishing (33%) |

In summary, if you want the highest probability of success, then start a Kickstarter campaign either in Music or Theater and keep away from things related to Journalism and Food! Note to reader, even though Great Britain and Canada did not have a Journalism category, I assume they would suffer the same fate as those in the United States.