Excel Challenge Reflection

In analyzing the data gathered from the Kickstarter campaign spreadsheet, there are many things that we can learn by filtering with different pivot charts. On average, there are about 350 campaigns started each month, with the highest numbers in the summer months from May to July and the lowest coming at the end of the year. The success rate is also higher in those months, while December shows the only month that more campaigns fail than succeed. Most Kickstarter campaigns are based in the arts, with Theatre and Music being the two highest categories. More campaigns for plays have failed than have even been started in any other category. Even with that, the success rate is double that of the failure rate.

This data only runs through the first quarter of 2017, which limits contemporary analysis. Priorities have shifted dramatically in the past year. It would be interesting to see the difference in campaigns pre-2020 versus post-2020, and their success/failure rate.

It would be interesting to do a box plot on this data to be able to disregard the outliers and find out what the average campaign brings in.