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HW Assignment #1- Excel

**What are three conclusions we can make about Kickstarter campaigns given the provided data?**

After analyzing the compiled pivot tables and associated graphs, we can draw the following conclusions:

1. Theater/Plays are (by far) the most successful and supported type of project. In “Category” and “Sub-Category” analysis, their numbers dwarf all other categories.
2. There are more “Successful” Kickstarter campaigns than “Failed” campaigns. Those looking for potential backers for a passion project have a greater chance of finding success on Kickstarter than failing to raise the funds for their campaign.
3. There are more successful campaigns started in the spring seasons than any other time of year. December seems like a bad time to launch a Kickstarter, my hypothesis is that people have less money to donate to projects due to excessive spending during the holidays.

**What are some of the limitations of this dataset?**

Possibly the biggest limitation of this dataset is that ultimately, we do not know if the product that was promised by the initial “pitch” was brought to fruition. We know that they got funded, but did those funds actually get allocated to the promised project? Did the plays get produced or ever see a stage? Did the photo books ever get published? We also do not know if the backers were satisfied with the final product. Did the software promised perform accurately? Was the quality of the music recorded “Grammy”-worthy?

**What are some other possible tables/graphs that we could create?**

I would be interested in analyzing the relationship between type of project and average donation. Is there a “Category” that has a higher-spending group of backers? We could also analyze the relationship between “Staff Picks” and how successful campaigns are.