

Kick Start My Chart

Excel-Challenge

12/19/20

Conclusions

Given the provided data, we can conclude Kickstarter's most common campaigns are in the Theater category. Due to this category's popularity it may initially seem to have the highest success rate at about 60%, but when comparing the number of successful campaigns to the ones started, the Music category has a higher rate of success at about 77%.

If you are looking at the amount of money raised vs. the amount needed as the determining factor of success then you would find that the most consistently over-funded sub-category would be hardware. Hardware also happened to raise the most money over all.

Based on the data provided I would recommend when starting a campaign on Kickstarter to choose a product that would fall into the Hardware sub-category. This campaign category appears to have a low to 0% failure rate, highest over-funding rate, and the highest number of backers per campaign.

Limitations

Comparing the amounts of the goal and pledge amounts could be difficult because of the difference in currencies and the changing of exchange rates. When plotting the values of Percent Funded and Goals, you could clearly see some drastic outliers that would skew some averages by a lot.

Other Considerations

Comparing the length of each campaign and the amount of funding would be helpful for setting expectations on how much to expect to receive within x amount of time. It could also help you judge if you should cancel your campaign after a certain period of time with low funding/response.

It could prove useful to look at the percentage of "over-funded" campaigns and any correlations you could draw there as to the number of backers, time, or categories.

Depending on your international status using the country of campaigns might help you determine which campaign types are most successful in your country as well.