Excel Homework: Written

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

1.    Plays were the most successful and most failed sub-category of Kickstarter campaigns.

2.    The most successful category of Kickstarter campaigns is music and the majority of the campaigns within the music category were successful.

3.     There is an incredible in failed Kickstarter campaigns that begin in November or December. The campaigns started during this period are more likely to fail.

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

* Cultural Context: Cultural context can contribute to the success or failure of Kickstarter campaigns. We do not know the cultural context of the Kickstarter campaigns that we are studying.
* Campaign Pages: We do not have access to the campaign pages so we do not know how well organized or flashy their pages were. This could contribute to the campaigns’ inevitable success or failure.
* Creators of Campaign: We do not know the creators of the campaigns. They could be noteworthy individuals who can market their projects through multiple platforms, therefore aiding in their goal.
* Target Audience: We do not know who the target audience was for these campaigns. This information could help us draw conclusions about what makes a successful campaign.
* Nationality of Backers: We know the country of the campaign but we do not have access to the nationality of the backers. This information would give us insight on the global community of Kickstarter.
* Amount of Data: We are limited by the amount of data that we have. If we have more data points, we will be able to find stronger relationships and draw further conclusions.

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

* Duration of campaign vs. money gained overtime
* Whether a campaign was spotlighted or not vs. its percentage funded
* Whether a campaign was staff picked vs its percentage funded
* Number of backers of a campaign vs percentage funded