Elizabeth Harrison

Homework Week 1

**Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

* The category with the greatest number of campaigns on Kickstarter is theater with a campaign success rate of 60% and a failure rate of 35%
  + In the theater sub-category, plays had the highest success rate of 65% with a failure rate of 33%
* The category with the highest percentage of successful campaigns is music with a 77% success rate and a 17% failure rate
  + In the music sub-category, rock music had the most campaigns and a 100% success rate, but while classical, electronic, metal & pop music had fewer campaigns, they also had a 100% success rate.
* The category with the highest percentage of canceled campaigns is journalism with a 100% cancel rate.
* The category with the highest percentage of failed campaigns is food with a 17% success rate and a 70% failure rate.
* December doesn’t seem to be a good month for creating a Kickstarter campaign. Projects launched in December had the lowest percentage of success.

What are some limitations of this dataset?

* You cannot drill down further than sub-category to determine, for example, exactly what kind of rock projects were funded, ie. live shows, albums, equipment purchases, etc. We don’t know why the projects were cancelled, failed or were successful outside of whether or not they were fully backed.
* The data set is three years old – from 2009 – 2017
* The data provided is a sample, not a complete set of data

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

* You could create a pivot table to show the average backers & donations per category or subcategory
* You could create a bar chart for the percentage of each campaign state based on goal amount (Excel: Outcomes Based on Goals tab of Harrison-Excel-Challenge worksheet)