Written Questions – HW 1 – Advanced Excel

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

Given the data provided there are three conclusions that could be deduced. First, the most successful Kickstarter Campaigns are from the Theatre and Music categories. Second, the most successfully funded sub-category of the Theatre parent category is plays. Third, the most popular months for campaigns are May, June, and July.

1. What are some of the limitations of this dataset?

One of the greatest limitations of this dataset is that there is very little information that would point to what makes one campaign successful, while another campaign fails. For example, May through July are the most popular months for campaigns. One could make many assumptions about why that may be, but these were also the months where the most campaigns were launched overall. However, this points to correlation instead of a causation. The most interesting data points that the spreadsheet provides are the number of backers and staff picks. Using these data points could lead to more important trends because they are less likely to be impacted significantly by the volume of data provided.

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

Other tables of graphs that we could create include:

* How the number of backer’s impact likelihood of a campaign’s success?

🡪 Create a line graph with campaign percentage of success on Y axis and number of Backers on the X axis

* Does the time of day a campaign is launched/ended impact its success?

🡪 Create a bar graph with time of day the campaign was launched/ended on X axis and whether the campaign was successful on Y axis

* How good were staff at identifying successful campaigns?

🡪 Create a pivot table where you could filter parent category, sub-category, and whether or not the campaign was a designated staff pick

* Did putting the spotlight on the campaign increase its success?

🡪 Create a bar graph to indicate number of successful and unsuccessful campaigns that were given a “spotlight” on the Kickstarter Website