Kickstarter Campaign Data | Excel Homework

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. I can see that the number of successful campaigns has an obvious correlation with total campaigns launched. For example, Theater, Plays looks like it is a very successful category, but it actually only has a 50% success rate. Most of the other times when it looks like there is a spike in successful campaigns, there was also a spike in total campaigns.
   2. Music has the best correlation of successful posts to total posts. Film is the next most popular.
   3. Journalism looks to be very unpopular but has also cancelled all 24 of the campaigns that they launched.
2. What are some limitations of this dataset?
   1. Cancelled campaigns seem like an issue as it skews the success rate in a negative direction and we don’t know what to do with that data. Using the example of Journalism again, the chart makes this category look very unsuccessful. When a Kickstarter is intentionally taken down, it could be because of a cash donation and thus should be viewed as a good thing.
   2. The timeframes vary. Many of the unsuccessful campaigns were up for over a month, but some that were successful were not up as long before meeting their goal. This doesn’t damage the data in every analysis but it does if you are trying to look at time as a comparing factor.
   3. We do not know how and where the various campaigns were marketed, who endorsed them (other than staff), and what audience was exposed to them. It would be interesting to also pull analytics on how many times the website was visited and compare the number of backers to the total number of views of the page.
3. What are some other possible tables and/or graphs that we could create?
   1. A line graph showing the trend of Staff Pick (and/or Spotlight) and successful campaigns.
   2. A graph demonstrating the correlation between total campaigns to successful campaigns.
   3. A graph showing success when compared to amount of total goal.