Eric Tsai

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Georgia Tech Boot Camp

Excel Homework

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

One conclusion that can be drawn is that overall, excluding canceled campaigns, more campaigns are successful than failed at all months of the year based on the third pivot table and chart. Another conclusion is that the most popular category of campaigns is “theater”, while the least popular category is “journalism” based on the first pivot table and chart. Finally, the most popular sub-category is “plays” by a significant margin based on the second pivot table and chart.

1. What are some limitations of this dataset?

I suppose the dataset does not show intangibles like whether campaigns were truly successful or not regardless of whether they met their goals. There are many stories of highly successful Kickstarter campaigns that could not deliver or underdelivered on what they promised. It is also not readily apparent the degree of success for successful campaigns.

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

We could see the performance of staff picks campaigns (what percent were successful, failed, canceled), and spotlighted campaigns. We could check the state of campaigns based on country. Perhaps we could see the correlation between goal and pledged amounts.