HW: Excel-Challenge Questions – Erendiz Tarakci:

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

We can conclude that 1) Theater and Plays have the highest amount of Kickstarter campaigns. 2) Technology and web have the highest proportion of cancelled campaigns. 3) The “start” time of campaigns peaks during the summer, indicating that more campaigns are started then than other times of the year.

2. What are some limitations of this dataset?

We don’t really know how much publicity each Kickstarter has or if the creators were well known which may affect how well it does. We also don’t know the actual amount of money per pledge, only the average. Due to this we don’t know if some campaigns succeeded because a few people (outliers) donated a disproportionately large amount of money.

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

It would be interesting to see how the length of the campaign (using the start and end dates) compares to the %raised. I would also like to see the status of staff picks by country. Another idea would be checking to see how many campaigns are staff picks by category and sub category to see if there is any bias towards certain kinds of campaigns.