Homework 1 – Excel Challenge

1. What are 3 conclusions we can draw from this data about Kickstarter Campaigns?
   1. You will have a greater chance of success if you launch your campaign in the month of May
      1. Shown with the spike in May for “successful” campaigns
         1. There also seems to be
   2. Crowd funding seems to be a very popular method of raising money if your project involves a Play
      1. Shown with the spike in Plays for the sub-category stacked bar chart
   3. In the United States, music is the second most common campaigns and has the highest rate of success
2. What are some limitations about this data set?
   1. It’s always better to have more data especially when we consider this data was gathered over a 9-year period.
      1. Trends are always changing and in order to see trends over time, we need more data
         1. In several of the years, we had less than 200 records
         2. Years 2014-2016 were very strong and the data set supplied us with a bunch of data
   2. More data should be gathered for the Parent Categories and Sub Categories
      1. There is not enough data for the grouping to make accurate predictions about their performance
   3. More data should be gathered for different countries
      1. Maybe there are different trends in other countries that we couldn’t uncover because we didn’t have enough data
   4. The donations for different countries are not on the same scales
      1. Because there are different currencies, we don’t have any idea of the purchasing power in each location
         1. Perhaps some countries were asking too much relative to their purchasing power
   5. We can’t see funds raised over time for each campaign
      1. We only have a start and end date
         1. It would have been neat to look at how many campaigns failed because they were picking up steam too late
            1. Maybe if they could extend their campaign they could have made it
3. What other Tables and Graphs could we make?
   1. While counts can be a good metric to observe, they can be misleading when comparing groups of different sample sizes
      1. For example: Play Campaigns have 694 Successes and Rock Campaigns only have 260. If we only look at count, it looks like Play > Rock
         1. However, if we look at the percentage of success, Rock = 100% and Plays = 65%
            1. Caveat: Maybe plays are more expensive to fund
      2. Therefore, we should also make Bar Charts that track Percentages