Excel Homework: Kickstart My Chart

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

One conclusion we can draw from the data provided is that the most successful campaigns in the technology category are hardware related. There was a 100% success rate with 140 successful campaigns and zero that failed or were canceled. The next highest successful campaign sub-category was space exploration with only a 67% success rate. The best time to have a campaign is April. The difference between the “successful” and “failed” line is the biggest.

Another conclusion we can draw from the data provided is that food trucks are the only successful option in the “food” category. There have not been many Restaurant campaigns submitted, but they have all failed. There were about seven times more Food Truck campaigns than Restaurant campaigns submitted with Food Truck campaigns having an 85% success rate.

A third conclusion we can draw from the data is that the category Theater has the most campaigns submitted. Within that Plays are the most submitted and most successfully funded subcategory.

2. What are some limitations of this dataset?

One limitation of the dataset is we don’t know the credibility of each campaign. We also have no way knowing how much each campaign was or was not marketed. We also don’t know what the socio-economic background of the potential donors that each campaign was targeting.

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

We could create a table and graph to analyze:

* Percent funded per category and sub category
* Count of backers and dollar amount donated for each category and year
* Count of backers and dollar amount donated per county and year
* Count of successful, failed, canceled or currently live campaigns per category and sub-category that did a “spotlight” page
* Count of successful, failed, canceled or currently live campaigns per category and sub-category that were a “staff pick”
* Find how long the campaign was open for all successful, failed, and canceled campaigns