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Rutgers Coding Boot Camp

Excel Challenge

November 16, 2019

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

Solution:

The first conclusion we can draw given the data tables and visualizations is that campaigns with lower financial goals tend to be more successful. Goals less than 1000 had a success rate of 70%. The trend shows that the success rate decreases as the financial goal increases. Also, campaigns with lower financial goals were less likely to fail or be canceled.

The second conclusion we can draw from this data is that although campaigns that involved theater were the most popular with a success rate of 60%, the most successful category of campaign is music, with a success rate of 71%.

The last conclusion we can draw from the data is June looks to be the best month to launch an event for a campaign. Events occurred more often in June and July; June has the higher rate of success of the two with 61%.

1. What are some limitations of this dataset?

Solution:

Data set is too small to conduct some statistical analysis. All data values were present, which made analysis simple. The main limitation is that the data set is small. These data values were created over an 8-year span. With so little data points it would make it hard to compute some predictive statistics.

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

Solution:

We could create a chart showing the percent of successful campaigns by month. I used this statistic to support a conclusion in question one.