Excel Homework Analysis

We can make several conclusions based on the data provided and their tables/charts. It’s obvious that theater, music, and tech are the most popular categories, in that order, for an entrepreneur to attempt a Kickstarter campaign—with journalism having the fewest attempted campaigns. In fact, as a subcategory to theater, plays have had more than four times as many Kickstarters launched in their name than the next most popular subcategory, rock (a class of music). Likewise, theater and music have enjoyed the highest rates of success, with 20% and 13%, respectively. In third place, is film & video with 7% followed by tech with 5%, showing some, but not perfect, correlation between popularity and success.

Moving onto the time of year’s affect on the outcomes of campaigns, we see a spike in the number of successful campaigns launched beginning in Spring, around April, and peaking in May. This fact seems to support the idea that Spring is a good time to launch a campaign. A moving average of successful campaigns, with and interval of two, further supports this conclusion. If I had to take an educated guess as to why Spring/Summer is so popular for entrepreneurs to begin a Kickstarter, I’d have to say that the rise of discretionary income after tax season, due to refunds, plays a big role. Also, for plays specifically, Spring and Summer are popular for outdoor theater productions. Shakespeare in the park anyone?

Having completed the supplemental work, we can see that as the targeted funds of a campaign increases, its rate of success decreases, save for the $30,000 to $45,000 range. But we can still extract more tables and graphs from our dataset. For example, using the *countif* and *countifs* functions, we can tell how many staff picks have been successful and how many campaigns that were not staff picks met their financial goals. From this we can see that 87% of staff picks met their goal; whereas, only 48% percent of Kickstarters succeeded without being a staff pick. However, we cannot tell from the data provided whether campaigns were picked up as staff picks after showing signs of promise or not. For this we would need more data, which is a limitation of the dataset provided.

While creative minds can come up with many ways to retool the data to find relationships, a bit more data would go a long way in being able to answer some of the whys behind our conclusions. Also, having been asked to find the average donation amount for campaigns has injected errant data fields into our set, in the form of an #DIV/0! error. This makes working with the average donation column a bit tricky. Other than that,