Homework #1 (Excel)

**1)What are the three conclusions we can make about Kickstarter campaigns given the data provided?**

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a) Smaller goals tend to lead to more successes. Not a surprise, smaller goals are easier to meet. Goals are set by demands of the project, not the other way around.

b) Categories of music, theater and film and video had the highest chance of success. Within these parent categories, the sub-categories of documentary, rock, indie rock and plays had the highest probability of success.

c) Within those 3 categories, the second quarter around May is when most successful Kickstarter campaigns completed.

**2)What are some of the limitations of this dataset?**

This data set is large but it would be advantageous to update with current data. Kickstarter only started less than a decade ago and newer more up to date data is likely available. This would be even more useful to examine current trends.

**3)What are some other possible tables/graphs that we could create?**

I created a new sheet with a pivot chart similar to the ones in the homework. I added a filter and rows to determine if the projects were selected as a “staff favorite or not”. I created a “100% staked column” to see the difference in the percentage of successful campaigns. It is easy to see that staff picked campaigns had a noticeable advantage over none staff favorites.