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Excel-Challenge Homework

**Given the provided data, what are three conclusions we can draw about Kickstarter Campaigns?**

My top three conclusions that can be interpreted from the data on Kickstarter Campaigns are:

1. The Kickstarter campaigns that are the most popular and successful based upon campaigns reaching the goal dollar amount are Theatre, Music and Film/Video.  Based upon the information in the category and subcategory sheet analysis, these industries saw the most campaigns and met their goals more frequently than categories such as games or technology categories.  Based upon this analysis, individuals who choose to participate in crowd funded projects prefer to pledge their monies to more creative/artistic campaigns.
2. The Kickstarter platform was founded in 2009 and the data collected represents campaigns from 2009 through 2017.  By using the Date Conversion table, I found that peak interest in Kickstarter was in 2015 and also saw high interest in 2014 and 2016.
3. The last conclusion that stood out to me has to do with the total number of Kickstarters created by country.  Using the sub-category chart, I filtered the data by each country. What I soon discovered was that the United States had the most Kickstarter campaigns by a large margin.  The United States had a total of 3038 projects from 2009 through 2017.  Of the 3038 projects, there were 1651 successful projects giving the United States a success rate of 54%.  In comparison, the rest of the world available in the data had a project total of just 1046 and of those projects 534 were successfully funded. The success rate is 51%, lower than that of the United States. The conclusion that can be drawn from this information is that projects that were most appealing to backers came from the US, possibly highlighting backer preference in Western Media and entertainment.

**What are some limitations of this dataset?**

The purpose of analyzing the Kickstarter data is to determine what the public is most interested in and to determine how to create or advise what Kickstarters have a greater chance of reaching their goals.  However, there are some limitations of the data provided and with some additional information, a more accurate conclusion could be made.  Below are some of the limitations and possible solutions.

* The data represents successful projects by reaching the goals set for the campaign. However, there is no information on whether these projects were actually completed or if they failed to produce the product/project.
* To further determine backer interest in each project, individual donations per project would show if there was an even distribution of money or if there were large donations by a smaller amount of backers.
* The data provides the campaign’s original cost to produce through the goal column but did these campaigns stay within their goal or did they require additional capital? Also, some campaigns far exceeded their set goals, how did the extra capital help improve the product? The inclusion of final cost to produce would allow us to see how the campaigns managed the money received to see if the initial idea for the campaign benefitted from the extra capital.
* Finally, for the campaigns that made it to the marketplace, did they deliver on their promise or were they failures? Reviews and rating for the final product would help determine if backers would be willing to re-pledge money to another project or the likelihood to recommend pledging money to Kickstarter campaigns to friends.  Understanding if the outcome of being a backer could help identify successful business plans for future projects.

**What are some other possible tables and or graphs that we could create?**

* In order to determine Backer tastes/investment/Interest a pivot chart and scatter plot displaying how much money was pledged to each category and/or subcategory.
* To determine which categories/subcategories were the most popular in a specific year, a pivot table and pivot line chart with total backers by categories would allow us to analyze backer interest per category regardless of goal outcome.
* A visual representation to show how much of the market each category shares with one another using a bar of pie chart.  In each slice of the pie, a bar graph showing the state of the campaigns of each category.

**Bonus -**

**Use your data to determine whether the mean or the median summarizes the data more meaningfully.**

* For the successful outcomes, the median is a more accurate summary of backers for these campaigns because the standard deviation of this data set is high.  For the failed outcomes, the mean summarizes the data set since the standard deviation of the backers is smaller and closer to the mean.

**Use your data to determine if there is more variability with successful or unsuccessful campaigns.  Does this make sense? Why or Why not?**

* There is more variability for the successful campaigns most likely due to outliers in the number of backers which have stretched the spread of backers far from the mean.  The unsuccessful campaigns have a variance that is closer to the mean, while these campaigns also have some larger outliers, they have less of an effect on the spread of backers.