Excel Homework/Kickstarter

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

1. The “Arts” – Theater, Film & Video, and Music tend to be the most successful campaigns as they have the three highest successful counts
2. These are also the three most popular categories as they had the highest overall counts
3. Kickstarter is primarily used in America. In this data, US accounted for 3000 of the 4000 campaigns.

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

The data is skewed due to subjectivity. Below are two examples to represent the subjective nature of this data

A company could easily set a goal of “$1” and raising a mere $5, creates a “percent funded of 500%. Using the same example, $50 is a 5000% of goal. The inverse is also true, a company could set a goal of $1,000,000 and even though they raise $500K they are only hitting 50% of their goal. It is also tough to determine the effort/degree that these individuals/companies went to ensure the success of their campaign, IE. Someone could have quit their campaign within 5 days of launch or someone could’ve reset the deadline to continually extend it.

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

Possibilities are endless! Something that would interest me is visually seeing which categories and sub-categories garnered the most support (in $ value and # of backers). I’d also be interested to see the variances/shift in the state as the years have progressed (IE: Is 2008 more or less successful than 2009) and is this a recurring theme.