Responses to Kickstarter Excel Homework

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

Given the data provided, I believe that I can draw these three conclusions:

1. The majority of kickstarter campaigns are successful. Looking at all 4,114 projects 2,185 of them were successful which is slightly more then half. Going further, the percentage increases when comparing directly to what was successful and what outright failed (removing the cancelled projects).
2. The smaller the goal, the greater the chance of success. Projects of less then 1,000 had a success rate of 71% the trend line decreases until you get to projects of 50,000 which has a success rate of 19%
3. There are clear sub-categories for which kickstarter shows to be a good method for raising funds and others for which it is not. For example: the plays sub-category has the most campaigns and shows about a 70% success rate while things like animation, videogames, food trucks, show a very low success rate. Manipulating the data further you would probably be able to draw some conclusions as to why that is. Starting a food truck or making a video game costs a lot of money whereas producing a play seems to require significantly less. As we said in observation 2, the less money being requested the greater chance there is of successfully meeting your goal.

What are some limitations of this dataset?

1. The biggest weakness I see is that we have no idea of the ultimate fate of these projects. For example the 3Doodler Pen was 7814% funded, but did it ever go to market? Success on this table is defined as simply meeting your goal but in the real world, I would argue, success is if you actually started a company that produced a product, or actually produced a play, if what ever it is you were trying to fund, actually ended up happening? This data is good to see if people were able to meet their kickstarter goals but it gives no indication whether or not their venture was ultimately successful.

What are some other possible Tables and/or graphs that we could create?

1. We could make a table showing amount of donations per category/subcategory.
2. We could also create a table showing what countries have the most kickstarter campaigns and could then even break it down further to show if campaigns are more or less successful in certain countries.