**Homework 1: Excel**

**Conclusions**

1. **Keep fundraising goal within reason.** Projects with larger funding goals have a lower chance of success and higher chance of failure or cancelation.

A close up of a map

Description automatically generated

1. **Don’t put your food campaign on Kickstarter.** Food is the least successful Kickstarter category, while music projects have the greatest chance to reach their funding goals. The Food category has the largest number failed campaigns relative to its total number of campaigns.

A screenshot of a cell phone

Description automatically generated

1. **Kickstarter’s largest category is Theater.** This same graph shows that theater projects are the largest category of Kickstarter, whose success rate is a reasonable representation of the states of Kickstarter projects overall.

**Limitations of the dataset**

Some Kickstarter campaigns owe their success to communication with donors (about benefits, updates, new features, and changes to the project being funded). Having metrics that quantify this would help provide further insight into what makes a successful Kickstarter. (This could be semi-represented by the “Spotlight” column.)

**Other useful tables/graphs:**

* A graph displaying state of project by length of Kickstarter run – To determine whether a longer run period affects success rate.
* A graph that explores the relationship between projects on Spotlight/Staff Pick and their success. Right away, it’s clear from the data that many Spotlight projects reach at least 100% funding, while very few (if any) projects not on Spotlight reach 100%.
* Average donation by category and sub-category – To give insight about the types of donors and whether that affects success.
* A table/graph that breaks down goal ranges by category (and sub-category) would help describe the cost difference between projects of varying classifications, which would help someone looking at the data make inferences. (e.g. Music Kickstarter campaigns typically have a lower fundraising goal, which might help explain their relatively high success rate.)