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Excel-Challenge Homework

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Create a report in Microsoft Word and answer the following questions.

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   1. The highest number of campaigns started to date are of the “plays” subcategory. About 65% of the campaigns were successful.
   2. The highest number of successful campaigns to date have been started in May.
   3. In general, campaigns with smaller goals have been more likely to be successful.
2. **What are some limitations of this dataset?**
   1. Success is measured by whether or not the initial goal is met, but it can be set very low. That makes the definition of success somewhat arbitrary.   
      In theory, two groups can raise the same amount, and one campaign can be considered successful and the other, failed, based on the goal set.
   2. Monetary data is stored in multiple currencies. Direct comparisons of the amount raised not be possible without applying exchange rates.
3. **What are some other possible tables and/or graphs that we could create?**
   1. We could try to answer the following questions by creating different graphs:  
      When are people most generous via kick-starter?  
      What are the categories/subcategories people are most likely to be generous for?
      1. Success rates
         1. By category,
         2. By sub category,
         3. By launch date
         4. Length of campaign
      2. Number of backers
         1. By category,
         2. By sub category,
         3. By launch date
         4. Length of campaign
      3. Average donation size
         1. By category
         2. Sub category
         3. Launch dates
   2. How has kick starter grown over time?
      1. $ funded (by month, year)
      2. # campaigns (by month, year)
      3. By # types of campaigns (by month, year)

**General Observations:**

1. Category Stats -
   * 1. About half (53%) of all kick-starter campaigns in the data base are considered “successful” (i.e., meet their goals).
     2. The highest number of campaigns started are of the “theater” category.
     3. The category with the highest success rate is “music.”
2. Subcategory Stats –
   * 1. The highest number of campaigns started are of the “plays” subcategory. About 65% of the campaigns were successful.
     2. Approximately half the subcategories have no campaigns that are “successful.” This includes campaigns that were cancelled or did not meet their campaign goals. Examples include: drama, art books, etc.
     3. There are some subcategories where 100% of the campaigns met their goals. Examples include: classical music and hardware.
3. Launch Date
   * 1. The highest number of successful campaigns are started in May.
     2. The lowest number of successful campaigns are started in December.
     3. The highest number of failed campaigns are started in July.
     4. The lowest number of failed campaigns are started in April.
     5. The launch month with the highest rate of success is May.
     6. The launch month with the lowest rate of success is December.
     7. The number of cancelled campaigns are consistently under 50 per month.
4. Bonus Goal Outcomes
   * 1. In general, campaigns with smaller goals are more likely to be successful.