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Excel-Homework-1

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**Conclusions:**

With over 4000 global projects spanning 9 parent categories and 41 subcategories, there countless ways to filter and analyze this Kickstarter dataset. To start, one interesting observation is that the trend in successful US campaigns by category closely mirrors that of the overall successful campaign distribution. Namely, the largest shares of successful campaigns in both the US and worldwide belong to the theater and music categories (with 32/38% and 30/25% US/worldwide, respectively). However, when comparing successful campaigns in the US with all other countries represented, it is apparent that the distribution by category differs significantly. In this comparison, theater projects still make the majority (32% and 59% in the US and other countries, respectively) of the success stories. “Second place,” on the other hand, is not quite as decided as it was in the previous comparison; in fact, the next most successful category is almost an even split between music, photography, and technology in countries other than the US. This suggests that while US projects may make up the largest portion of the dataset, its distribution of successful campaigns does not necessarily reflect that of all countries represented in the data set. A final interesting point is that, when looking specifically at the theater campaigns after the year 2014, there is a generally downward trend in both successful and failed campaigns. This suggests that the overall number of theater campaigns have been decreasing in recent years.

**Limitations:**

One limitation that was found from the first conclusion above is that US campaigns constitute a large majority of the overall projects reported in the dataset. In fact, of the 4114 campaign records, 3038 were reportedly ran in the US. Additionally, the report only contains campaign records that started between 2009-2017. Thus, this dataset neglects more recent projects that could have led to more robust and relevant trends.

**Additional Tables/Graphs:**

An additional graph that I used to develop two of my above conclusions is the pie PivotChart. Using this chart, I could easily see the breakdown of categories or subcategories, for example, for any given state; this is how I was able to determine the percentage of successful cases that were categorized in the theater and music categories. Alternately, it would be interesting to see how the number of project backers affected campaign success or failure, or if there is a possible “breakeven” point in backer count above which most campaigns found success. Alternately, it may be useful to create a chart depicting campaign pledge amounts by category to better predict the funds needed by any given project in the future.