Homework 1 – Kickstarter Excel Analysis

Hunter Mackman 3/8/2019

1. We can determine the following from these data:
   1. Theater, Music, Technology and Film & Video, respectively, are the four largest Categories of campaigns put on Kickstarter.
   2. The Sub-Category of ‘Plays’ with Category ‘Theater’ are most frequent campaigns posted on Kickstarter. They also have a high success rate.
   3. May, June and July have the most successful campaigns compared to every other month. The success and failure amount in each month correlate quite closely in every month other than December.
2. Some limitations of this data set would be:
   1. The sample size is only 1.33% of the total campaigns posted on Kickstarter so the data analyzed here may not communicate the accurate analysis of all 300,000 campaigns posted on Kickstarter.
   2. Because we’re only looking at 4000 campaigns, we could be missing other categories or sub-categories that could have more success than ‘Plays’ and ‘Theater’ sub -category and category, respectively.
3. Other graphs that could be used with this data could be:
   1. Pie Charts to easily segment the categories and visualize that data to an audience
   2. We could potentially run a few linear regression analyses to determine if the goal or any other data point has a close correlation to the outcome of success.