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Homework 01: Excel

1. Given the data that we analyzed through excel, it seems there are multiple conclusions that we can take way from these Kickstarter campaigns. The first one is that it seems that the most successful categories are the fine arts. These include theater, music, and film. However, these successes come with more attempts than other categories. The second conclusion is that the earlier in the year the campaign starts the more likely it is to succeed. This is shown in the graph that includes the launch dates by month. Along with this if the campaign is going to cancel its attempt it is usually within the first three months of the year. The last conclusion is that there is a very obvious choice of campaigns not to attempt. This would include anything within the food category since only 17% of food attempts being successful. Another category that has not faired well with its attempts is the journalism category given 24 of 24 attempts got canceled.
2. The data provided seems to cover enough of the information to get the idea across however there are a couple limitations to it. One important limitation to the data is the amount of pledges over time. It only goes over the goal and total pledged, however it does not show if there was any trend in how many donations each project received throughout the duration of the campaign. Another limitation would be that there are no categories within the sub categories. An example of this would be if certain types of plays did better than other types of plays. This type of information would help better understand which projects were worth pursuing due to backer interest.
3. Overall the line and stacked column graphs are a very good representation of the data however there are a couple other tables/graphs that could also work. One graph that would work well with the data would be a pie graph of the campaigns and their success. Therefore one can easily see the categories with the most/least success. Another graph that would work well with the data could be a mapping of the success by country. This would give us a good understanding of which countries do the best with their kickstart campaigns.