Excel Homework: Kickstart My Chart

Background - Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,114 past projects in order to uncover any hidden trends.

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Observations:

* 1. There are 100 to 240 Kickstarter launches that are successful each month of the year.
  2. There are more successful Kickstarter launches than failed Kickstarter launches in the first 11 months of the year for all years in the provided data set.
  3. There are 100 to 150 Kickstarter launches that fail per month each year.
  4. There are 25 to 50 Kickstarter launches that are cancelled per month each year.
  5. There are currently less than 50 live Kickstarter launches in progress for the month of March.

Conclusions:

1. There are more successful Kickstarter launches in the first half of the year than the second half.
2. The probability of a successful Kickstarter launch is the highest in the month of May, and the lowest in the month of December.
3. More Kickstart launches fail in the month of December than are successful.
4. What are some limitations of this dataset?
   1. The raw data set provided includes data related to only 4115 projects out of 300000 projects that were launched. So, our conclusions are based only on a minimal set of data (1.37%) of the entire campaigns.
   2. Considering we are working with just 1.37% of the possible raw data, 33.86% of the data is related to one category, Theatre and the rest is unevenly spread among other categories.
   3. This dataset only contains campaign launch data from Kickstarters and does not include additional data from other crowdfunded campaign platforms such as Indigogo, Angel investors, GoFundMe, etc.
5. What are some other possible tables and/or graphs that we could create?
   1. We could create additional tables and/or graphs that compare the success/failure of all Kickstarter launches for a given parent category’s sub-categories, and then compare the relative results for each parent category against the other parent categories to show which parent/sub categories have the highest/lowest probability of successfully launching their campaigns.