Jamie Lyne Thorpe

Excel Kickstarter Analysis

1. Given the provided data, we can draw the following conclusions about the Kickstarter campaigns in the arts have a higher probability of being successful. Art based campaigns had success rates of 46% and above. All non-art-based campaigns topped out at 36% and went down from there. We can conclude that failed campaigns failed due to a low number of backers which correlated highly with a low average donation. The successful campaigns succeeded due to a high number of backers which correlated highly with a high average donation. Overall, the data shows that the likelihood of having a December campaign is significantly lower in comparison to the other 11 months.
2. Some of the limitations of this data set are the following:

The data does not contain each actual pledged amount from each backer, the data does not tell us if the backers are individuals or corporations, we do not have information regarding the person who started the campaign or rather or not if this is there first campaign or 100th campaign, rather or not this is an annual reoccurring campaign. The data does not provide us with information on relationship the donor has to the campaign.

1. Some of the possible tables/graphs we could create for this campaign are a scatter plot of the donations amount and a pie graph representing the various states.