Excel | Homework 1: Kickstarter Conclusion

Based on our analysis we can draw the following conclusions around Kickstarter campaigns:

1. Respectively, campaigns categorized as theater, music or film & video have the most success meeting initial funding goals
2. The United States launches the most Kickstarter campaigns
3. There is a correlation between the initial goal and a campaigns success. Lower initial goals have a higher success rate, and higher initial goals have a higher percentage of failing or being canceled.

A limitation of this dataset may include that the data provided could be considered out of date. Data for campaigns launched after March 2017 are not included. Plus, a small percentage of the campaigns in the data set are referenced as being “live”, but the timeframe for them being “live” has since passed.

Additionally, how success is defined by the audience may also be a limitation. This dataset defines success as meeting the initial funding goal but does not consider other aspects the creator(s) may have gone through to make their project more successful than others. There is also no guarantee that a project will be fulfilled after being funded via Kickstarter, so the data as it is currently may also suggest that the creators with stronger sales and marketing skills were more successful at raising the needed funds.

It would also be interesting to see if there is any correlation between a campaign being selected for a spotlight on the website or as staff pick and the success rate. We could create a table and count the number campaigns that were selected as spotlight, staff pick, both or none and compare this information to the outcome of the campaign.