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Homework 1 - Excel

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. The highest number of successful projects and overall projects come from the Theater category, specifically the Plays sub-category.
   2. The highest percentage of successful projects is in Music, specifically in the Rock and Indie Rock sub-categories.
   3. The in the months of February, March, April, and May because they have higher rates of success than other months. May is likely the best time to launch a campaign because it has the highest volume of successful projects as well as the highest percentage of successful projects. The worst time to start a campaign seems to be in December.
2. What are some of the limitations of this dataset?
   1. Data is presented by country but not by region within country. Because of this limitation, it is difficult to tell how responses to campaigns are localized, especially when the campaign is tied to something that would most likely benefit a specific location. For example, Theater and Plays seem to be one of the most successful categories/sub-categories, but they are most likely being funded largely by people within range to go to the location of the show.
   2. It is difficult to determine external causes for failure or cancellation. For example, it is difficult or impossible to verify the “quality” of the campaign. If the campaign was successful, did the campaign runners follow through with their product as promised? Was the product eventually delivered and were the customers satisfied with their product? Success and failure rates could be skewed by failures of past projects to deliver, e.g. wearable tech has a failure or cancellation rate of 90%. Is this because wearable tech is unpopular, because the market is already saturated, or because a bad campaign early on failed to deliver on their promises?
3. What are some other possible tables/graphs that we could create?
   1. A set of data that shows average donation size per category or sub-category, which would be useful for determining “market value” of a similar product.
   2. A set of data showing overall goal size in relation to rate of success. Do larger goals have a more difficult time? Is there a correlation between larger goals and higher cancellation rates or failure rates?
   3. A set of data showing the number of donors in relation to size of average donation and success rate. Do more donors paying smaller amounts succeed more than fewer donors paying larger amounts or vice versa?