John Dilligard III

Assignment: Excel Homework – Kickstart My Chart

For the data set given, the successes and failures of projects was measured against multiple factors. Several trends seemed to standout

Given the provided data, I was able to come to several conclusions about Kickstarter campaigns:

1. Plays tended to be most successful, but Hardware projects were better funded
2. Projects that start in the second quarter tended to be more successful
3. Projects that were Spotlighted tended to be more successful
4. Projects with lower goals tended to be successful vs those with high goals
5. Successful project had more backers than other categories

Limitations  
Success for a Kickstarter Project depends on the goals vs pledged amount. This method is lacking in various ways. One, how are the goals created? Is it fair or consistent? Was it a well thought out multistep process or a random guess? What criteria?

Some projects have goals that are only a few dollars vs others that in the thousands of dollars. Talking someone in to investing $10 vs $10000 are two very different value propositions and will have different levels of success. A better metric is needed.

Kickstarter is limited by its audience. According to the artofthekickstart.com, Kickstarter’s audience tended to be men (64%), aged 25-34 (28%), and makes less than $50K a year (53%). This is a pretty narrow section of the population and probably does not represent the likelihood of a project being successful in the real world.

What are some other possible tables and /or graphs that we could create?

A few more pieces of information would make this an easier decision to make. First would be a chart that showed the r-values and p-values to measure the amount of correlations between things. For example, by looking at the data, there is an obvious correlation between Spotlight and the success of a project. How tight is that correlation? A nice chart would be able to help there.