Kickstarter excel homework

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1. Three conclusions
   1. The category “theater” with the sub-category “plays” are the most common as well as the most successful Kickstarter campaigns overall.
   2. The late spring to summer months (May, June, and July) are the most popular time to create a Kickstarter campaign.
   3. Journalism was the least popular Kickstarter campaign and also the only category in which all projects were canceled.
   4. There’s no follow-up data: although successfully funded, was the product actually created as promised for the general public to use/purchase?
   5. One theory I have as to why the Kickstarter campaigns are most popular in the summer months is that it could be in part due to students being out of school. We don’t have the ages of the creators of these Kickstarter campaigns, so we need more information.
   6. I would like to see updated information for years 2019 to the present to see how the global shutdown due to COVID-19 has affected this program.
   7. According to the Kickstarter website, there have been 208,284 successfully funded projects (Kickstarter, 2021). This StarterBook sample only has 4114 combined successful, live, canceled, and failed Kickstarter campaigns, so it’s not 100% accurate.
2. Other tables and graphs we could use would include a pie chart to show the percentage of successful, failed, canceled and live Kickstarter campaigns or a table with the percent funded and the categories to see which categories had the most funding.

References

Kickstarter. (2021, September 15). Stats. Retrieved September 15, 2021, from

<https://www.kickstarter.com/help/stats?ref=hello>