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Excel Assignment 1

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

* The first conclusion I made from the data was that the theater industry produces the most successful Kickstarter campaigns. By looking at the first assigned pivot chart, “State Rating Per Category” you can see that the Theater category has nearly 1400 projects and at least 800 projects are successful, compared to the second highest category, Music.
  + You can also conclude that Music projects are more likely to succeed than any other category. Statistically, they have the best outcome.
* By filtering through the Second Pivot Table (“\_Country”), you can also conclude, that the United State produces the most projects compared to other countries, with nearly 75% of projects kickstarting in the US (3038/4114). Furthermore, you can see in the Bar Chart filtered by US and broken down by subcategory, that most Kickstart projects in the US are to raise funds for plays – further proving that theater is the most popular category.
* Finally, according to the final Pivot Chart – “Date Created”, you find that Theater projects created in May are the most successful. Additionally, May is a good month to launch Music projects.
  + Filtering through the last 10 year of data, you can also conclude that 2015 was the most popular year for Kickstarter.

1. What are some of the limitations of this dataset?

* One of the biggest limitation with this data set is that it only represents a small chunk of Kickstart Projects and it doesn’t align with the background information that was shared. In the background information it states that only about a third of Kickstarter projects are successful, yet in this data set, over half of the projects shared are successful.
* Another limitation is that this data set doesn’t explain why some projects are more successful than others. There is no evidence as to what kind of campaigns were run to help a project meet it’s goal. Having marketing information about each project would help those filtering through the data find out whether publishing on a platform like Facebook or Instagram is likely to help you reach your goal.

1. What are some other possible tables/graphs that we could create?

* One could create a pivot chart that would allow you to see whether a having a “spotlight” or being “staff\_pick” helps projects reach their goal.
* Using the 3rd pivot chart, you could create a bar graph that tallies how many projects were created per month, per year to get a better how many projects were launched per month.
* You could created a pivot table that counts and filters by category per year to see the number of successful, failed, canceled totals per year.