Chapman

Excel Homework 1 Answers

1. Given the data provided, three conclusions that can be drawn are that theater is the most frequent project category requesting funding on KickStarter, plays are the most frequent project sub-category requesting funding on KickStarter, and there have been no successful KickStarter campaigns in the category of journalism with all 24 occurrences in the dataset being canceled.
2. Several limitations of the dataset are that there are different currencies without the appropriate currency conversion factors present to accurately compare funding amounts, the dataset does not dynamically update with changes in funding for live funding rounds, update the state as projects move through the funding process, or actively add the new projects that come online on KickStarter. Also, the dataset lacks insight into success of the projects outside of surpassing funding goals. It could be the case that certain categories exceed their goals at an above-average rate yet fail to launch their intended project or service.
3. Additional tables and graphs that could be created with this dataset could include a table that breaks down success, failure, and cancellation based on “staff\_pick” or “spotlight.” Also, graphs could be made to demonstrate the change in category composition over time (months, quarters, years) to see how the dataset has evolved.