Homework 1 – Excel – Questions

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. The Kickstarter data suggests that Theater campaigns have the most success (839) compared to all other parent categories. However, Music campaigns have the highest success rate percentage wise (77% vs 60% - Theater).
   2. Regarding sub-categories, the data suggests that Plays have the most successful outcomes (694) compared to all other sub-categories. The data also suggests the following sub categories are unsuccessful, have high risk of failures and cancelations: animation, faith, fiction, food trucks, gadgets, jazz, mobile games, nature, people, restaurants, translations, video games, wearables, and web.
   3. Lastly, the data suggests that campaigns are more successful during the first half of the year, especially during spring, compared to the second half of the year. At the end of the year, you can see the success and failure lines converge.
2. What are some of the limitations of this dataset?
   1. This dataset only provides historical data on the amount funded, goals, and number of backers per campaign. Beginning of the homework states that “… many organizations spend months looking through past projects in an attempt to **discover some trick to finding success**.” If the goal is to discover key trends that may lead to more successful campaigns, I believe we would need to further understand how each campaign does their messaging and advertising, and how impactful each event is for crowdsourcing. Once we understand which events and the quality of execution is most successful, we can pull marketing / social media advertising (shares on social media, “likes”, Youtube video views) data over the life of the campaign to further understand what effectively drives higher fundraising, as success is defined by meeting or exceeding the crowdsourcing goal.
3. What are some other possible tables/graphs that we could create?
   1. We could create a line graph for illustrating Kickstarter Campaign Outcomes by Country, instead of category, over months of the year to see if which countries are most impacted by seasonality during the year.
   2. If we had the data, we can create heatmap based where the most money is fundraised by location (not country) to better understand where most of the fundraising is coming from.