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USC Data Analytics Class

**Excel – HW 1**

1. Three conclusions we can draw about Kickstarter campaigns are:
   1. More than 50% of all campaigns are successful, about 37% fail and the rest are cancelled/live.
   2. Of the successful campaigns, a little over 30% are plays, about 12% are rock and a little over 6% are either hardware or indie rock.
   3. The highest number of successful campaigns ran in May (234) while the lowest number occurred in December. The highest number of failed campaigns occurred in July (150) and the lowest number occurred in April (102).
2. The limitations of this dataset are that it only tells us how many campaigns succeeded or failed but does not give us insight into WHY they succeeded or failed. It also does not explain why other patterns uncovered, e.g. why are there more successful campaigns during the month of May and a lot less in December, why are plays the most successful campaigns by a large margin etc.
3. Other possible tables/graphs we could create are:
   1. the difference between goal vs pledge dollar amounts by category/sub-category
   2. campaign states by country e.g. how many successful campaigns are there in HK vs the US?
   3. Average number of backers by country