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HW #1 Excel

**Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

1. The data shows us that the majority of Kickstarter campaigns are created under the Theatre parent category. Journalism is nearly twice as common as the next leading category of Music.
2. We can see, however, that, music has the highest rate of success at almost 78%, but they also have the lowest mean goal for success.
3. We can also see that projects with an initial funding goal of >= $35,000 are almost twice as likely to be cancelled relative to projects that aim for a lower funding goal.
4. Timing wise, there doesn’t seem to be any correlation with cancelled campaigns but for successful campaigns the data is showing that the highest likely hood for success would be to launch at the end of the third quarter and avoid starting the campaign towards the end of the year.

**What are some limitations of this dataset?**

This data seems really clean and complete but it doesn’t give us individual contribution amounts which could greatly skew the data, especially on the smaller campaigns.

**What are some other possible tables and/or graphs that we could create?**

Beyond what was asked of us I think that we should create a chart showing the mean campaign goal for each category. Looking into that would show us that the most successful category, music, also has the lowest campaign goal. Likewise, journalism, which tends to have a lower success rate, tends to have the highest campaign goals.

It would also be interesting to see how many campaigns had cancelled and then re-posted using a lower funding goal.

Additionally it would be worth looking at project success on a year to year basis.

Finally, it would be helpful to look at the “Staff Picks” and how the selection of campaigns as a Staff Pick performed against projects of the same category with similar fund raising goals.