Jordy Salguero – Homework #1 (Excel)

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

1. “castAR: the most versatile AR & VR system” was the project with the highest funding goal to be successfully met. This show’s that we are a society urging for an experience out of the norm.
2. Theater and more specifically, plays, are the most successful category/subcategory to meet their goals. Somewhat contradicting the above conclusion, this shows that we still value core, human, interactions in the original archaic form of art.
3. Considering the top 10 projects with most backers, technology represented 80% of the count leaving 10% for publishing and 10% for gaming. This concludes that we continue to improve our daily lives with our trusty sidekick, technology.

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

Some limitation to the dataset is that we don’t know if there are any duplicate donations from the same person. Knowing this could help us clarify people’s preferences. Furthermore, average donations are really skewed because there are no minimum number of backers so in a few project’s the averages are extremely high because all the funding was accomplished by a few people.

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

Other charts we can create would be pie charts to see the category/subcategory that took most of the chunk in an easy visual comparison. Additionally, we can run a linear regression to see which variable mostly affects our data, whether it was Backers, or Donations.