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USC Data Boot Camp

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Excel Homework: Kickstart My Chart

1. *Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?*  
   1. Overall there is a roughly equal number of campaigns that were able to meet their financial goal as those that were not.
   2. Besides Technology and Music, there is a strong correlation between Percentage of successful campaigns and average amount given per donation.
   3. There is a very strong correlation between campaigns that were spotlighted and those that were successful in reaching their fundraising goal.
2. *What are some limitations of this dataset?*  
     
   - The vast majority of campaigns (~75%) are from the United States, even more so including Great Britain (~90%), making the data a poor global representation.  
     
   - Only people who regularly have access to and use the internet will donate to a campaign, skewing the data in the direction of these people’s preferences. This leaves out people in poorer or less connected areas of the world.  
     
   - The listed time limit for campaigns on Kickstarter is 60 days, which they say is due to research indicating that campaigns that go over 30 days are rarely successful. This would likely favor campaigns that are able to create a lot of hype early on. This would also favor those campaigns that are more easily searchable as well, such as those indicated as staff favorites.
3. *What are some other possible tables and/or graphs that we could create?*