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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?*  
     
   - Country vs. Campaign Count/Category/State:  
   No data based on country was used in this exercise, virtually any chart or graph using this data could be used to gain some insight into Kickstarter use globally. That being said the number campaigns for which data is collected in countries outside the US an UK are few enough that there would likely be a low statistical significance of any drawn conclusions.  
     
   - Staff Pick vs. Category and State:  
   If would be interesting to see what influence Kickstarter staff had on campaigns being successful as well as their preference. This data could be used to determine what type of campaign or how you present it for it to have maximal chances of success.