Excel Homework – Christy McKenna class 3

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

Most kickstarter campaigns are about theatre, and more of them have been successful vs failed. There has been more success in a play versus a musical theatrical campaign since the data has shown that there have been no fails in the play subcategory. The most successful month to have a theatrical campaign has been when the project is launched in May, where the worst month is December.

1. What are some limitations of this dataset?

The data is dated only up until 2017, therefore there is no recent data to approximate which campaigns have been successful and whether it continues to be successful.

With small sample sets, it is hard to extrapolate data to know if trends will continue. i.e. Journalism, only having audio journalism campaigns makes it difficult to know whether all journalism campaigns would fail or only the audio type.

Conversely popular ideas, table games, have more data points and although the probability of having a successful idea might seem more ‘accurate’, sometimes there are trends that increase/decrease depending on what is popular in the current culture of the year.

1. What are some other possible tables and/or graphs that we could create.

A table to show percentage of those that have failed would help ‘normalize’ some of the data between different campaigns.

Another table/graph to show which country has more successes, which one has more failures etc. (instead of using country as a filter, have it as a row.