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Excel Homework Report

The first conclusion that can be made about Kickstarter campaigns given the data featured in this spreadsheet is that they can be mostly successful. Based on my data, 2185 campaigns were successful while 1530 failed. Secondly, it appears that Kickstarter campaigns are executed most often in the United States versus any other country. A third conclusion that can be drawn is that while Kickstarter campaigns can be done for a variety of categories, they are most often done for theater, music, and film/video.

One limitation of this dataset is the lack of specific units of measurement in the different categories. For instance, there are numbers listed under “pledge,” but that could look like the number of people pledging vs. amount of money. Another limitation is that we do not know how many people were approached to pledge money towards a campaign. So while we might understand how many people ended up donating, we don’t know the potential of donations. This could have shown if it made a difference to the likelihood of success of a campaign based on traction. This could tell us how the marketing of a campaign could lead to more traction and thus a more successful campaign.

Breaking down the data into more pivot tables with different rows/columns could be useful. The assignment focused on viewing the count of successful/failed campaigns. However, it would be interesting to see the data based on amount of money. We could chart what was the goal versus what was pledged in a pie chart and get a good visual on if they were close or completely off.