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Excel Challenge

Due: 9/15/2020

The first conclusion that we can draw from the Kickstarter campaign is that about half of all campaigns are successful while slightly more than one third fail. This leads me to believe that a Kickstarter campaign is difficulty to coordinate and execute. Another conclusion we can gather from the data set is that plays were the most successfully funded campaigns. Plays also had the greatest data set, and a 67% success rate. Does this mean that there was more interest in funding plays, or were there more opportunities for success? A third conclusion that we can gather from this data set is that the rate of cancellations were steady throughout the year while success and failures were more volatile. Successes rose steadily at the beginning of the year, and then began consistently decreasing through the end the year. Did we see more failures towards the end of the year because the timelines expired?

A limitation to this data set is the relatively sample size of most subcategories. It is difficult to obtain an accurate picture of success vs failure when some categories only had 20 campaigns. Whereas, plays had over 1,000 campaigns to provide data which portrayed a more accurate picture of success vs failure.

We could create a pie chart to display the proportion of campaigns that were successful, failed, live, and canceled. The pie chart would help the reader visually understand the proportion of campaigns that are successful more easily than a bar graph. We could also create a bar graph to demonstrate the number of campaigns that were successful, live, failed or cancelled based on the country they originated from.