Miami Data Science

Excel Homework for 26 January, 2019

Create a report in Microsoft Word and answer the following questions...  
  
1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

**In general, over half of the total campaigns for the year were successful**. Of the successful campaigns, performance seems to be strongest during the first half of the year, declining somewhat in the third and fourth quarters. This decline among the successful campaigns seems to be the sharpest among all of the categories (states), suggesting that perhaps there is more momentum for support in the first half of the year. In one month, December, the number of successful campaigns is actually lower than the number of failed campaigns.

Data for cancelled campaigns is relatively flat. It does not appear that month/ time of year has a lot of bearing on cancelled campaigns. Of the slight variation that exists, people tend to cancel campaigns at the half-year mark or at the end of the year.

**Success seems specific to category/ type of project.** Theater campaigns are the most successful type of project. Film/ video, music, and theater campaigns have the highest proportion of success.

**Rock Rocks!**

If you want to launch a Rock campaign on kickstarter, the environment seems friendly! Every project campaign has been successful.

2. What are some of the limitations of this dataset?

Success of the campaign is measured by looking at the pledged amount of capital in relation to the fundraising goal. However, we have no idea about the factors that led to the success of each successful campaign. Does it matter who is involved in the campaign (example: celebrities, musicians, etc.)? Does it matter how much effort/ time is spent working on the campaign? What work is involved in success? What are the skills necessary in creating this success within the scope of the campaign?

Additionally, I don’t think that I can tell from this data when it would be best to start my Kickstarter campaign (meaning, in what month or time of the year). We have no idea when these campaigns started. Does it make sense to start a campaign during the months when there was more success? Does it matter? We don’t have a good answer for this.

3. What are some other possible tables/graphs that we could create?

We could control for currency (using a formula to equalize into 1 standard currency) and look at the total amount of funding over the course of campaigns. This would be interesting to see, as we would then be discussing the total amount of funds given in each category rather than just looking at success/ failure.

Try to look at failure and learn something about success. What can the failed campaigns tell us about success?