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Excel Homework Report

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

Based on our provided data, we can conclude that about 53% of Kickstarter campaigns were successful while about 37% of these campaigns were unsuccessful. Our data also shows that they are very few live campaigns. The campaigns are more likely to be successful, a failure, or canceled rather than live. The months with the highest number of campaigns (successful, failed, or canceled) were during the warmer months of May, June, and July while there were other months that had a similar number of campaigns. Theater had the most campaigns while journalism had the fewest.

1. What are some limitations of this dataset?

Some limitations of this dataset are the different types of campaigns there are. There are very few journalism campaigns while there is a large number of theater campaigns. With all of the journalism campaigns being canceled, if there were more journalism campaigns, this could have impacted our dataset and led to an increase in canceled campaigns compared to the overall number of campaigns. There are a lot of data points in this set. While this is good to show overall trends, it is difficult for researchers to determine exactly which campaigns were not successful and what steps could be taken to increase the success rate. The uneven spread of campaigns (category and sub-category) skew the data. With a more even spread, our dataset would likely be different.

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

One possible graph we could create is a pie chart to see the breakdown of campaigns and the percentage of campaigns that are successful, failed, live and canceled. I would make a Pivot Table and stacked column Pivot Chart observing the date created and date ended columns to observe how long the campaigns last per category and sub-category. From the data, can we make conclusions as to the length of successful campaigns vs. failed campaigns? Are successful campaigns longer or shorter than failed campaigns? How does this compare to live and canceled campaigns as well? Is there a correlation between the length of the campaign and its outcome? (successful, failed, canceled, live). Finally, I would use a Pivot Table with the goal and pledged columns per category and sub-category. Is there a correlation between whether or not a goal was met and the outcome of a campaign? (successful, failed, canceled, live).