Keiko Yara
November 14, 2020
Excel Homework

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

The first conclusion we can draw is that the most successful kickstarters were launched in May. This is also when the greatest number of projects were launched. The most failed projects were launched in December.

Second conclusion, the most popular and most successful category is theater. The majority of those theater projects were launched in May. It looks like the theater data is heavily skewing the charts looking at the data as a whole.

Third, the category with the highest failure rate is food although the sample size does not look statistically significant. The journalism category had all of their projects canceled so there is no data on how successful that category is.

2. What are some limitations of this dataset?

Sample size of some of the categories is too small to make an accurate assumption. Categories like food games and photography have about 200 data points which is not enough to make an accurate assessment. The same can be said for the journalism category, all the projects have been canceled so there are no data points to tell us if the category is successful or not. Another limitation is that this dataset is dated. The last data points are from February 2017 so it is difficult to make predictions on future trends based on this data. There is no way to account for current trends and or contribution habits.

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

A chart that could be created is a double bar graph that compares the counts of state broken out by category. This way it is easy to visualize how popular a category is and how many are successful, failed or canceled. Another chart that would be helpful is one that shows the percent funded by category to have a gauge on which categories are popular and likely to be funded.