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Excel Starting Assignment

1. Conclusions:
   1. Popularity and success rate vary widely based on category, with theater having by far the most successes and journalism having very few attempts, all of them having been canceled.
   2. Plays are by far the most successful sub-category represented, making up a disproportionate number of the largest parent category; this suggests that campaigns with limited and concrete outputs in the entertainment field tend to be more popular and successful.
   3. Outcomes don’t vary too much based on when they start, with the most noticeable difference being a moderate uptick in successful campaigns when starting in the spring and a steady drop in successes as start dates move towards the end of year; this could correspond to people being busier at the end of the year or having other things to spend money on.
2. Limitations:
   1. One issue is that the first few years of data represent when Kickstarter was just created and had a much lower user-base which likely did not produce data in line with more general trends.
   2. Another limitation is that the data from 2017 only covers the first quarter of the year, making it of little use in comparing to the overall trend especially considering that the data for the live projects does not really contribute to any discussion of what makes a successful project.
   3. The data also does not include any information about the demographics of the backers which could have a significant influence on how appealing various projects are to potential backers.
3. Other Possible Tables:
   1. It could be useful to compare whether projects were spotlighted projects or staff picks to their outcomes; this would help expose bias generated by Kickstarter itself.
   2. Another possibly useful table could determine whether the total length of the campaign, start to end, had any effect on outcomes or earnings.
   3. A chart breaking down goal amounts by project category could help determine if certain kinds of products have certain price ranges at which they are appealing to backers.
4. Bonus Statistical Analysis:
   1. Based on the data, mean seems to be a more meaningful measure for backers as it better shows the gulf in popularity between successful and failed projects.
   2. The standard deviation of the number of backers is an order of magnitude greater for successful campaigns than failed campaigns. This stands to reason since successful campaigns can have a far larger range of funding totals while it stands to reason that failed campaigns are generally unpopular and tend to have a uniformly low number of backers.