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Homework #1 – Excel

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

Given the data we have, it appears that a little over 50% of Kickstarter campaigns are successful. The campaigns that are in the area of the Arts (theater, music, film) have a higher rate of campaigns and are the most successful categories.

As the goal amounts of the campaigns increase, the percentage of failed campaigns also increases.

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

We don’t know if the failed campaigns with 0 contributions were ever actually started. They could have been a spur of the moment decision by the creator but then never published to the public.

We also don’t know how many mentions of the campaigns were made to the public. Were the campaigns that were overfunded shared 200 times vs campaigns with less than 10 contributors only being shared once by the creator.

We don’t know where the donations come from. Is the majority of funding from a link the campaign founder sent out or are the donations coming from people browsing the Kickstarter page?

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

How many of the Staff Pick campaigns were successful vs failed - does that additional publicity help the campaigns?