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1.2 – Accelerating Through Excel

Homework

* Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
  + More campaigns succeed (54%) than fail (38%), overall.
  + Campaigns with a lower goal succeed at a higher rate than those with a high goal.
  + Theatre and Music campaigns do the best, Journalism and Food are the least likely to be funded.

* What are some limitations of this dataset?
  + Data on rewards may also be useful. While you can contribute at any amount, does the reward value to cost ratio impact success? Do higher goal campaigns do better when there are lower cost rewards?
  + Some of the campaigns included don’t seem relevant - for instance, a campaign for a $13 flash drive with one backer. It might be more valuable to filter out campaigns that are under a certain goal amount or have under a certain number of backers.
* What are some other possible tables and/or graphs that we could create?
  + Average donation compared to total goal
  + Average donation compared to success rate
  + Success rate by length of campaign