Homework Assignment 1: Excel

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. First, that theater Kickstarters have been the most successful category over the past 8 years, worldwide.
   2. Second, the success rate of Kickstarters trends downward as the year progresses with December having the lowest success rate regardless of category, subcategory, or country.
   3. Lastly, journalism is the least likely category to successfully launch a Kickstarter, across all countries. They have had zero successful Kickstarter campaigns.
2. What are some of the limitations of this dataset?
   1. There aren’t specified backer donations, only an average based on the number of backers and total amount pledged which is a very broad assumption made by this data.
   2. We aren’t aware of what constitutes the different states, ie, what does successful vs live and canceled vs failed mean?
      1. It is unclear what causes a Kickstarter to be canceled or fail as the percent funding for each category ranges from 0-100% and there is no clear delineation between the two categories.
   3. We are also not provided with further information on the definitions of “staff pick” and spotlight to better understand how or if this data can be used for analysis.
   4. It is unclear if there are specified Kickstarter goal requirements and if this directly effects success/failure.
3. What are some other possible tables/graphs that we could create?
   1. It would be useful to be able to compare success amongst countries to determine if certain Kickstarters are more likely to be successful in certain countries. This could easily be achieved by creating another pivot table with rows for country, values of count of state and filtered by categories and subcategories.
   2. It might also be useful to know the average donation required to successfully launch some of these campaigns as well as the percent funding necessary.