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**Homework #1**

**Excel Conditionals & Pivots**

**07/17/2019**

**Brief Assessment based on Kickstarter data.**

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

1. Among concluded campaigns, Music is by far the most successful at 79%. Film/Video and Theater come in next at 58% and 61%, respectively. Around a third of Games, Technology, and Publishing proposals succeed (36%, 34%, 35%). Food projects are uniquely unsuccessful with just 18% succeeding. Looking beyond the data, projects in categories that are accessible, DIY, and provide an easily sharable output seem most successful. The middle tier are products that are less DIY and less immediately accessible. Food is the least accessible – it cannot be transmitted electronically – and perhaps the projects are seen as inherently commercial rather than communal.
2. Projects started between February and May succeed about three-fifths of the time, while barely half of those started between July and September – along with December starts -- will succeed. Those started in January have the worst prospects with just four-in-nine succeeding. There is a seasonality to the data. Perhaps during the hottest months, people spend less time online browsing at projects. Perhaps in January people feel a bit impecunious.
3. The less money a project asks for, the more likely it is to get funded. Conversely, among projects that are ultimately funded (n=2198), there is a Pearson correlation of 0.57 between asked and received. Among those funded, the more a project asks for the more it is likely to get. (If you ask for a little, you won’t get a lot.)

*What are some limitations of this dataset?*

We don’t know about the organizations/individuals seeking funding, their membership basis (if any), reputation, advertising, entrepreneurial activity, or whether they are squarely amongst the not for profit.

We don’t know about geography, urbanism, etc of project sites.

We don’t know about the economies or cultural bases for volunteerism and charitable giving in the communities served.

It might be useful to disentangle geographically to assess effects of hot weather.

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

Adjust currency to all be USD.

Reduce categories to binary.