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**Excel Homework**

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

* Campaigns in the “Theater” parent category seems to have the most activity overall. (1393 total campaigns.)
* Although Theater campaigns have the most activity, it is “Music” who seems to have the highest chance of success. (540 successful out of 700 total campaigns.)
* Campaigns in Journalism have not had any success and have had the least amount of activity (24 canceled out of 24 total campaigns.)
* The sub-category of “Plays” in Theater has the highest gross success (694 successful campaigns.)
* The sub-categories of “Indie Rock” and “Rock” seem to be highest activity *and* percentage of success in Music.
* The sub-categories of “Hardware” in the parent category of “Technology” and “Documentaries” in “Film&Video” have both shown a 100% success rate.
* The month of May seems to be the peak month for success.
* The month of December seems to be the worst month for success.

1. What are some limitations of this dataset?

* One limitation is that there is less than 10 years’ worth of data for us to use to try and draw conclusions from. This hardly qualifies as “historical data”.
* There does not seem to be enough quantifiable data that can be used to drill down in “an attempt to discover some trick for finding success.” For example, we can see the campaigns in the Film&Video, Music, and Theater find the most success. But what happens if you have a campaign in Journalism for example that has not found any success yet. You cannot drill down into the data deep enough to see what caused the failures of past campaigns in journalism.

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

I also created a new Pivot Table and a Line Graph to show the “Average Donations by Month.” I did this because I wanted to see if the holidays effect the amount of donations received. The data shows a sharp decline in total donations as we enter the holiday seasons. It would lead one to believe that you do not want to start a campaign during this time because most likely people have less available funds since the majority of their spending are going towards gifts.

Another possible conclusion is that you probably want to avoid the warm-weather months of June-Sept. The data shows a steady decline before a sharp uptick in the average donations size in October.

The months of April-May and October-November seem like the best chance to succeed.