Kickstart My Chart – Excel Homework Data Analysis

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

1. More campaigns are successful in the summer than in winter

2. It seems that the more traditionally artistic campaigns have a higher success rate because the only categories that have had more successful campaigns than failed campaigns are: film/video, music, and theater.

3. Journalism campaigns might not be the best choice for success because according to this data set, not a single journalism campaign has been completed. All the journalism campaigns were canceled. (I want to know why)

1. What are some limitations of this dataset?

Some limitations of this data set are variables we have not accounted for that could possibly affect the outcome, such as:

- The method and amount of marketing/promotion each Kickstarter campaign implemented

- The specific region or city of the country that each campaign originated

-Any demographic information about the backers of each campaign

-Sample size, in that we only have 4,000 Kickstarter campaigns in our data set, but we are not told how these 4,000 were chosen nor how many the total population is that we are sampling

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

- I would like a graph and/or table that shows what percent of each campaign was successful compared to the total. These tables/graphs could be broken down by category, date, etc.