Excel Challenge – Kickstarter Questions

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

Based on the above ‘Parent Categories’ figure, the category with the highest rate of success is Music at 77%, with the category with the lowest rate of success being Journalism at 0%.

Based on the above ‘Subcategories’ figure, the following subcategories had a 100% rate of success: Classical Music, Documentary, Electronic Music, Hardware, Metal, Nonfiction, Pop, Radios & Podcasts, Rock, Shorts, Tabletop Games, & Television; of these categories, five of them compromise the Parent Category that has the highest rate of success – Music.

Based on the above ‘Launch Date Outcomes’ figure, the number of projects that were launched & cancelled remained relatively stagnant with the exception of July & November. The number of launched & successful projects decreased rather linearly from May to September.

**2. What are some limitations of this dataset?**

The dataset does not consider the experience level of the Kickstarter project owners. It does not provide data on the economic status of each country.

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

We could create a table/graph on the below:

* Relationship between Average Donation and Country
* Relationship between Percent Funded and Success Rate
* Relationship between Percent Funded and Parent Category