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01\_Excel Homework – Report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. From the data, we can see that most Kickstarter campaigns fall under the theater category, with plays accounting for more than 50% of them. On the other hand, Journalism is the least common type of campaign, with a single “audio” category.
   2. We can see that Technology campaigns on Kickstarter succeed (35%), fail (36%), and are canceled (30%) at nearly the same rate. Gadgets and wearables campaigns tend to be more successful, in that order.
   3. On average, there are about the same number of campaigns created each month. However, there a slight increase in campaigns created between May and July, compared to the rest of the year. Most successful campaigns are created in May.
2. What are some limitations of this dataset?

This dataset is geographically vague – it offers countries, but doesn’t drill down into specific states or regions. This can be significant when trying to predict a campaign’s success, having it would provide social and cultural context. Another limitation is the lack of reasons and dates for campaigns that failed or were canceled. Although, one can draw conclusions about why and when, these would be assumptions rather than facts.

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

We could create a graph that shows the goal amounts and rates of success per category and sub-category. This would allow us to see whether campaigns are more or less likely to succeed in a category based on their goal. Similarly, we could also create a graph that presents the amount pledged per category and sub-category.