Excel Homework

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1). What are three conclusions we can make about Kickstarter campaigns given the provided data?

A). If you were to create a Kickstarter campaign your likelihood of success would be around 53%. Your likelihood of failure will be 37% and for cancellation is 8.5%.

B). The theater category had the highest number of campaigns at 1,393. The lowest category was journalism at 24.

C). The categories related to arts by far had the highest number of campaigns. Included in arts are: film & video, journalism, music, photography, publishing and theater. The perception I had of Kickstarter was of technology campaigns. After analyzing the data, I realized I was wrong.

2). What are some of the limitations of this dataset?

I will like to know the city and state these campaigns are original from. It only gives me the country. The US for example is a huge country and it will be interesting to analyze the percentage of successful or failed campaigns per city or state.

3). What are some other possible tables/graphs that we could create?

I will like to use a world map graph. I am a visual person and it will be interesting to see what are the countries that have the most successful or failed campaigns.