

Excel Homework

Kickstart my chart

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# Conclusions on Kickstart Campaigns

**Category Vs State**

**Conclusion 1:**

Investors invested the most in the theatre category, followed by music and technology during 2009-2017. More projects have failed in the publishing and photography, food and games category. The technology category has had its fair share of success and failures. Also, it has the highest number of canceled projects. All these observations point to the correlation of funding to the success of the project, which can be understood better when we deep-dive to the sub-categories.

**Sub-Category Vs State**

**Conclusion 2:**

The following observations show the correlation of funding with success of the project:

Photography was unsuccessful in most subcategories like Nature, People and Places as it did not get enough funding. Only the Photobooks category remained successful.

Music was successful in sub-categories like Classical music, Rock, Pop, Electronic music, Metal which were well-funded. Jazz and world music projects failed/canceled due to lack of funding.

In the Film and Video category, Documentary, Shorts, Television projects were 100% successful. But Animation and Drama projects failed due to lack of funding.

In the Publishing category, Radio and podcasts were well-funded but children books and fiction projects did not do well.

In the Technology category, Hardware projects were all successful due to high funding, but gadget and web projects were not supported.

In the Games category, table-top games were preferred over video games.

In the food category, Small batch projects were preferred over restaurant projects.

**Date Created Conversion Vs State**

**Conclusion 3:** May-July has been the peek time for backers to invest in projects between 2009-2017 overall across categories. Projects in the food category fail more than succeed at any time of the year.

**Conclusion 4:** Outcomes are the best for less than 1000 goals. As the goal gets higher, the percentage of success decreases.

# Limitations of the dataset

The success of a project can be determined by a lot of factors like revenues, market share, profit, customer satisfaction. This set of data is not representative of these factors. Based on the given set, not many co-relations can be found. So, this set is limited in this way to determine the success of a project.

# Other Possible Tables/Graphs

Graphs can be made on goal vs category, average donation vs category, average donation vs sub-category, backers vs category, average donation vs year, backers vs country, goal vs percent funded.