Nicole (Deborah) Marcum

Excel – Challenge Analysis

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1. Kickstarter campaigns tend to be more successful in three categories (film & video, music, and theater) as compared to the other categories in most of the countries throughout the years. Specifically, in their films & videos, they have found success in their documentaries, shorts, and television; and their music campaigns, they have found success mainly in rock and indie rock. Finally, in their theater campaign, they have found the niche in plays.

Kickstarter has found the least success in their food campaigns, publishing, and games. They have had a few wins in publishing, particularly in photobooks, and games, particularly in tabletop games. However, they have not found method to make their food campaigns successful.

Kickstarter campaigns throughout the most recent years tend to be more successful during the first and second quarters, then tapering off at the end of the year. They have had the most campaigns in the United States and Great Britain, while the least number of campaigns in Belgium, Luxembourg, Hong Kong and Singapore.

I would conclude from this analysis that Kickstarter should invest their time in replicating their successful campaigns in other countries that have shown interest such as Australia, Canada and France. I would further suggest that Kickstarter look at enhancing their photobook, tabletop games, documentary, and hardware campaigns. My final suggestion would be for Kickstarter to replicate their methods from the first two quarters so they find success in last two quarters. They should focus on their audience’s needs and wants during those times.

1. Some limitations of this dataset are:
   1. What are their delivery methods for their campaigns – internet, television, newspaper
   2. Who is their audience?
   3. Who are their investors/stakeholders?
   4. Where in the countries did they launch their campaigns – metropolis, rural, little towns
   5. How did they find their investors – in person, email, letter, phone call
2. Other tables/graphs that may be helpful include:
   1. Backers count in each country
   2. Backers count in each category
   3. Money invested in each category
   4. Money invested in each sub-category
   5. The sub-categories and the parent categories

Statistical Analysis

1. In the successful campaign data, the median is a better representation of the data. The mean, variance, and standard deviation are affected by any outliers. The higher the variance and the standard deviation are, the larger the spread of data from the mean. However, in the failed campaigns the variance and the standard deviation are low, making the mean a better representation of the data. The mean is still affected by any outliers; however, if there is only one outlier it can be excluded from the data set.
2. You would expect the variance and standard deviation to be higher in a larger sample. The successful campaigns have some very large outliers in the data which is driving the variance and standard deviation up. In the failed campaigns the vast majority of the data is relatively close together which keeps the variance and standard deviation low.