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01 – Excel Homework

Data Analysis Report

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

1. Given the data on categories, musichas the highest success rate. The subcategories of music; rock, pop, metal, electronic, and classical music has a 100% success rate while jazz is the only genre that has a 100% failed rate. The best time to start a Kickstarter campaign for music is at the beginning of the year as it gradually falls through the year.
2. Theater has the most total entries which may lead us to believe that many musicals, plays and spaces are funded through Kickstarter. Within the theater category, plays make up most theater Kickstarter campaigns.
3. Overall, the categories may give an incorrect interpretation. The total number of each category is not equal, for example, theater makes up over 25% of the total number of categories. If each category had an equal number of Kickstarter campaigns, we may be able to provide a better indication of which category will be more successful than others.

**What are some limitations of the dataset?**

Limitations include a yearly and global misrepresentation. Trends are quite common, and the yearly representation does not reflect those trends. For example, technology such as video games will continue to have better graphics as technology develops. Different regions of the world may have cultural differences. For example, some countries such as the US represent every category and other countries are limited to the number of categories represented meaning there is a possibility of a more diverse culture in the US.

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

There is a cost association between the different categories.

\*see sheet labeled “Answer3”

We can see that technology costs the most of each of these categories.