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Data Bootcamp Tues/Thur

Excel Homework – 01

1. What are three conclusions about Kickstarter campaigns given data provided?
   1. Theater, technology, music, film and video are the most popular/common categories for Kickstarter campaigns.
   2. Plays are the most successful subcategory of Kickstarter campaigns.
   3. The number of successful Kickstarter campaigns was on a sharp decline in the last quarter of the year.
2. What are some limitations of the dataset?
   1. Does not include details of how money raised was used – broad categories like % used for marketing, R&D, overhead, etc.
   2. Geographic and target population related data is really broad.
3. What are some other possible tables/graphs we could create?
   1. The state/outcome of projects by percent of goal raised.
   2. Success/outcome by number of backers.
   3. Success/outcome by spotlight status.