Matthew Stieg Excel Assignment

1. Conclusions:
   1. The first conclusion we can draw from the data is that the category for Theater (more specifically the Sub-Category Plays) is by good margin the most successful group of campaigns on Kickstarter. By volume of campaigns, Theater leads the second-place category (Music) by 693 with it’s total coming to 1393 with a success rate of 60%. Additionally, the most successful types of campaigns fall under Theater, Music, and Film & Video. These also are the largest volume categories. This tells me that performing arts are the most sought-after campaigns and are the most popular amongst “backers.”
   2. The second conclusion is as the campaign goal increases in size, the success rate decreases and failure rate increases. Additionally, the cancellation rate gradually increases in goal size as well.
   3. The best chances the campaign has at a success is below a 10000 goal amount. This grouping is on average has a 63% Success rate, a 31% failure rate, and a 5% cancellation rate with the remainder being currently live campaigns.
2. Limitations:
   1. One of the Limitations of the Data is the frequency or number of web visits a campaign category of subcategory received. There would be a lot told about these categories with this information. We could look at conversion rates of visitors turned to backers to see which categories are most successful at gaining them which could tell us more about the true success of each campaign or each failed campaign. Maybe some of the failed campaigns weren’t receiving traffic at all which could raise the question of what kind of success they might have had if traffic was received. This could better indicate to the hosts of the campaign how much effort they need to put forth to make themselves visible.
   2. Another Limitation is that the data is not being able to identify the number of backers that were directed to campaign pages from an external site (ie. Social media platforms, advertisements, or email campaigns). This information could dramatically affect the amount of effort a campaign might put towards community or market outreach and affect their overall visibility and marketing strategy, as does the first limitation
   3. Lastly, we don’t know how many backers opted to cancel their backing. Could that have made the difference in certain campaigns? Were certain changes made to the campaign promise that caused them to leave? I would be interested to look at what abandonment rates the campaigns have relative to the size of their goal.
   4. Another limitation of the data would be that the information for goals relative to funding were the pricing data is in different currencies. Granted, this could be resolved with a formula for exchange rates. However, I’m curious if the best numbers to use would be exchange rates at the time the campaign ran (which I think would be best) or if we just use current exchange rates (likely different from when they were before).
3. Other Charts and Graphs:
   1. One chart we could utilize would be a success rate chart for campaigns that were and were not Staff Picks. This would help the team strategize on ways they could make their campaign more attractive to the Kickstarter staff.
   2. One chart we could create is a scatter plot of the average donation relative to the number of backers. Doing so could help us identify if there is any relation to the average cost of a donation to the overall number of backers that are received. This could help the prospective campaigners identify whether or not it would be wiser to try and broaden their lesser priced offerings or focus on a smaller group of large donators.
   3. A Bar Graph that we could create to compare success and failure rates could be applied to each hosting country or target market country. This information could further the focus of the campaigns target market or audience and help them possibly broaden their focus to a different group of people that they may have previously ruled out or not considered.