Matt Johnston

Data Analytics Bootcamp

Homework 1 - Excel

KickStarter Campaign Report

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

-2015 was the biggest year so far Kickstarter. In terms of the number of campaigns on the service, its popularity exploded in 2014 and was continuing to rise quickly, but it has stagnated

-Plays are, by far, the most popular type of KickStarter campaign on the site.

-Documentaries and Classical Music projects have never failed to reach their goal. On the other hand, art books, science fiction, and world music have never met a goal. All campaigns of these types have failed to reach their goal.

2. What are some of the limitations of this dataset?

-It doesn’t show potential interest or people who viewed the kickstarter but did not commit money.

-It doesn’t show what projects actually came to fruition after their campaign was successful. So, the data doesn’t speak to whether or not KickStarter contains campaigns from worthwhile and trustworthy groups.

3. What are some other possible tables/graphs that we could create?

-Pie charts showing the amount of success for whatever category or subcategory is selected

-Column for the percentage of success vs fail for each category and subcategory grouping.