Meghan Conway

Excel: Homework 1

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

According to the analyses, there are three distinct conclusions that we can draw about Kickstarter campaigns. First, according to the launch date outcome pivot table & graph, we can see that successful programs are most populous during the summer months (June, July, August), and the number of successful campaigns decreases during the fall & winter months. Additionally, in the same graph we see that cancelled campaigns are much more consistent throughout the year. Lastly, Kickstarter campaigns are the most popular in the category ‘theatre’ and subcategory ‘play’. They dwarf the second category (‘music’), yet are not quite as successful, yielding a ~60% success rate as compared to music’s ~77% success rate.

1. *What are some limitations of this dataset?*

There are several limitations to these datasets. First, the live projects should not be included, or allocated to a separate dataset. They have the ability to skew and misrepresent the data with lower numbers, and it is not determined whether they will be successful, fail, or be cancelled. Thus, they do not add enough new information to the dataset to offset the chance that they’re creating false outliers. Additionally, the dataset speaks to *overall* trends, not year-specific industry trends. It would be more useful to track the most successful categories and the amount of money donated in the past 3 or 5 years, especially because it seems as though Kickstarter was still garnering it’s client-base in 2009-2011. These earlier days may have captured a completely different client-base than today, as it is likely Kickstarter offered a significantly different user experience.

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

There are several trends that would efficiently target a new strategy for Kickstarter. First, I would look at how the most successful categories have changed throughout the years. This would be best communicate by a succinct table listing the first, second, and third most popular categories for each year from 2009-2017. Additionally, I would look at Kickstarter’s project funding success rate for each year as well. This would involve a scatter plot with each year from 2009-2017 and the amount of successful projects. Is there a positive, negative, or lack of correlation? And, lastly, what is the average amount of money donated by each donor for the successful, failed, and cancelled categories? Is it more efficient to get lower donations by many or higher donations by fewer? To answer these questions, I would create a pivot table outlining these criteria that can be filtered by year and category/subcategory.