Megan McGovern Excel Homework Question Responses:

1. From this data, we can conclude a few things. First, most successful Kickstarter campaigns started in May and success decreased until September. Similarly, December was the month in which the least successful campaigns were started. The number of canceled campaigns was quite consistent between months. One interesting conclusion from this data is that “plays” were by far the most created campaigns as well as the most successful. Also, the second and third most successful campaigns (rock and documentaries) had a 100% success rate. Another interesting point to glean from this data is that 49% of subcategories have no successful campaigns at all!
2. Some limitations of the dataset are that there were more than 300,000 campaigns launched over time and we only examined around 4,000 of them. It was not made clear how those 4,000 were chosen, so we may have skewed our data if it was not a random selection. The data is also lacking when it comes to campaigns that went “live” which might be a useful datapoint to look further into.
3. Another chart we might have wanted to examine would looking at the time differential between when a campaign started and ended to see if there is a correlation between success and the amount of time that backers had to make a financial commitment. We could have also looked at “staff pick” or “spotlight” to see if those choices had an effect on the success of the campaign. We also might have wanted to look at the numbers of backers and average donation to see if more backers with less average donations or less backers with higher average donations led to more successful campaigns.