Marilou Francis - Excel

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

Among all countries, the Kickstarter service was utilized the most in the US, which has largely influenced the results overall.

Globally, people appeared to be most interested in supporting campaigns relating to the theater, particularly the live performing arts (plays). On a per country basis, however, the most successful funding was not related to this category.

Among the successfully funded campaigns, only 2.3% have gone live.

1. What are some limitations of this dataset?

The dataset does not provide an explanation as to whether it was the Kickstarter service that was not widely adopted globally, or whether it was crowdfunding itself.

Within the same category, it does not explain what made campaigns succeed versus what failed.

It does not provide the backers’ demographic breakdown which may be useful for targeting campaigns, thus raising the probability of success.

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

Graph depicting staff picks versus funding status, assuming staff picks referred to campaigns Kickstarter believes will succeed.

Graph depicting count of amount contribution concentration and number of backers.

Graph depicting campaign duration versus status as well as over- and under-subscription (goal against pledged) and number of backers.

1. Statistical Bonus

\* Use your data to determine whether the mean or the median summarizes the data more meaningfully.

Although the mean and median are rough representations of the number of backers that generally fund campaigns, they intuitively make sense that there are more backers that support campaigns which end up as successful versus those that fail.

\* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

It intuitively makes sense that there is greater variability with successful campaigns, specially so with those that end up with higher pledged amounts versus goals. On the other hand, it takes less effort (that is, zero backers) for a campaign to fail.