Kickstarter Excel Assignment – Michelle Thong

1. Some conclusions we can make from the data are as follows:
   1. Majority of Kickstarter campaigns are made for theater
   2. Some categories see a much better success rate than others. For example, music and theater are far more likely to be successful than food or technology categories
   3. Overall, more Kickstarter campaigns are successful than not
   4. Some months saw far higher success rates than others
2. Some limitations of this dataset are as follows:
   1. Kickstarter is a huge site that is comprised of user input data. The categories form over from use, and are not created by Kickstarter themselves (therefore the categories ebb and flow over time. Sometimes one category will be more popular than others).
   2. A Kickstarter’s success is also based on people. The reasons a Kickstarter may succeed or fail are based on far more variables that can be measured in pivot charts. For example, a theater group may already have a very large fan base and be funded very quickly, whereas a small theater troupe may have few and have a harder time raising funds needed.
   3. Pivot tables and graphs may tell trends, but cannot predict whether a specific project or even a category will be successful over time.
   4. Since there are many categories that can be filtered, it is much easier to see the big picture. It is harder to drill down and gain easy to read data that may be useful to those looking for more specifics.
3. Other graphs/charts that could have been useful here:
   1. Pie charts could be useful if looking to see how many campaigns were successful/failed/canceled per category or per year
   2. Scatter plots would be useful to show success/failures overall year by year or total campaigns over time
   3. Scatter plot graphs could also show categories of campaigns created and show trends in what was popular at certain times