**Unit 1 – Excel Homework – Kickstart My Chart**

1.)Three Conclusions we can draw from the Kickstarter campaigns from 2009-2017 are:

1. The United States led all other countries in the amount of successful, failed, canceled and live campaigns across all parent categories. 53.11% of all Kickstarter campaigns were funded completely with 1.21% ongoing as of EOY 2017.
2. The following subcategories saw zero successful campaigns across all countries: Animation, art books, audio, children’s books, drama, faith, fiction, food trucks, gadgets, jazz, mobile games, nature, people, places, science fiction, translations, video games, web and world music. Plays had the highest number of Kickstarter campaigns across all countries with the highest number of successes (694 out of 1,066 – a success rate of 65%). While the U.S. saw more play campaigns and overall number of successes, Great Britain had a higher success rate at 76% versus the U.S.’s 61%.
3. From 2009-2017, December is the slowest month for Kickstarter campaign creation. The Kickstarter trend gained momentum from 2009 until 2013, had its peak from 2014-2016, and saw a steep regression in 2017. Typically, as the goal fund amount increases, the overall number of campaigns decrease. We see a lower success rate among campaigns with a higher fund goal.

2.) The data set gives you the outcome or “state” based on the comparison of pledged funds from donations and the creator’s fund goal. The data does not indicate whether the project being funded achieved monetary or social success. This begs the question of how effective Kickstarter campaigns are as opposed to more conventional methods of fundraising. Is this informal form of fundraising led by competent creators with a meaningful goal ? Are fundraisers accomplishing their goals and satisfying their benefactors ? The data also does not allow you to draw many conclusions from locational data since “country” is very broad. The “Average Donation” metric is can be skewed. Without donation data from individual donors it is almost impossible to come up with an average donation amount.

3.) We could isolate the data and create separate graphs of successful and failed campaigns filtered by subcategory and county. This would help us understand the demand for certain products and entertainment in various areas of the world. We could also create a graph including the # of years from campaign start to finish. This could give potential Kickstarters an idea of average timeline campaigns in their subcategory take to reach success.