Katie Schuman

Data Analysis Boot Camp

Excel Homework: Kickstart My Chart

June 16, 2020

1. Three conclusions we can draw about Kickstarter campaigns:
   1. December launches see the fewest amount of campaigns succeed. In fact, it is the only month where the failed projects outnumber the successful ones. December is the worst month in which to launch a campaign, likely because gift-giving holidays are in that month and people may not have cash to spare.
   2. Projects launched in April saw the lowest number of failed projects, while projects launched in May saw the highest number of successful projects. Either of these months might be a good time in which to launch a campaign.
   3. Kickstarter is an effective platform for the production of new plays. Playwrights or those interested in supporting their projects should monitor Kickstarter regularly, since there have been hundreds of plays seeking funding on this platform.
2. This dataset does have limits, including the following:
   1. Some sample sizes were small when looking at sub-categories, with many of them having only a total of 20 projects to analyze. These small numbers may not allow for meaningful analysis at the sub-category level.
   2. The dataset does not give us any information on factors outside the Kickstarter platform that could have affected the campaigns’ success. For example, we are missing data on the marketing involved in any of these campaigns and whether it had a measurable effect on whether a campaign was successful. It also does not offer any insight into the person(s) behind the campaigns and whether success was correlated with an established business, previous campaigns, or other markers of experience in this kind of fundraising.
   3. It is also of note, but unexplained in the dataset provided here, that campaigns involving plays far outnumber any other project sub-category. It could point to yet other unexplored outside factors, such as whether the backers are repeat supporters in this particular category.
3. Other possible tables/graphs:
   1. We could create a new data column the average dollar amount pledged per backer in each campaign. We could then compare this average against other values to determine whether there is a pattern. For example, the donor average could be compared to the state of the campaign, the category/sub-category of the campaign, the amount of the campaign’s initial goal, or the month of the year for the campaign’s creation. This would allow us to identify whether certain minimum threshold dollar amounts per backer are needed for different kinds of projects.
   2. We could count the number of words in a blurb to see whether there is a correlation between the length of the description and the success of the campaign.
   3. We could also analyze whether the length of the campaign had an effect on campaign success or number of backers. It may help identify an ideal length of time to run a campaign in order to bring in as much money as possible.