Excel Homework

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1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Play and theatre projects are among the most successful, while animation is at the lowest end with the highest number of failed projects
   2. Seems obvious, but the lower your financially-driven goals the more likely you are to reach the “successful” state
   3. July seems to be a traitorous month for Kick Starter with their highest failed, canceled and declining successful projects
   4. The data set was provided in March 2017, given the lower number of “live” projects
2. What are some of the limitations of this dataset?
   1. Definitions of failure, success, and cancellation
   2. We do not know which packages patrons purchased, which skews the average donation metric
   3. We do not have a number of unique patrons, which muddies the “number of backers” metric
   4. We do not know how long it took for the project owner to hit their goal as we are only aware of start and end dates
   5. We do not know if the project categories and subcategories change annually, and therefore cannot make comparisons
   6. We see various currencies but are only aware of the project owner’s country. We have no way of tracking whether these are local patrons or global clients, which could confuse buyer trend analysis
3. What are some other possible tables/graphs that we could create?
   1. Trends of projects to currency/geographical location
   2. Trends of category/sub-category projects relative to year (was there a spike in tech-affiliated projects etc.)
   3. Sum of pledged by country
   4. Trends between goal success and duration of project
   5. Staff pick to success ratio
   6. Spotlight to success ratio