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Excel Challenge Report Questions:

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. A kickstarter is successful about half the time, the other half is either failed and or canceled.
   2. There is a seasonality peak around April-August when there is an uptick in successful Kickstarter projects. It is possible that people are more generous in the warmer months or that more people want to participate in creative projects during the warmer months.(Chart 3)
   3. Theatre and plays are the most successful Kickstarter projects (Chart 1 & 2)
2. What are some limitations of this dataset?
   1. Demographics about the users ie: Age, education level, familiarity with Kickstarter, occupation. It’s possible that data on the demographics of users would give insights into the success of a project.
   2. If I were to continue analyzing the data, calculating standard deviation might give me insight into potential outliers that may have skewed the data.
   3. Timeline: It’s possible that we don’t have enough kickstarter campaigns to analyze trends. Or that we’re analyzing data from the creation of the platform when people did not know how to use it well.
3. What are some other possible tables and/or graphs that we could create?
   1. Scatter plot to see user trends