Excel Homework: Kickstart My Chart

Natalie Cowart

6/20/21

Summary Questions:

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

2. What are some limitations of this dataset?

3. What are some other possible tables and/or graphs that we could create?

By review of the provided data, three conclusions that can be drawn concerning data for Kickstarter campaigns. The first conclusion that can be drawn when comparing the data for all Countries vs Category is that film & video, music, and theater categories were the most successful type of Kickstarter campaigns. It is also noticeable that journalism was the worst category type of campaign as it resulted in cancellations. Out of all the data comparing the Countries vs Subcategories, theater was the highest success category with plays being the highest subcategory.

Although we able to draw some conclusions about the Kickstarter campaign data, there are some limitations of the dataset that would provide the actual locations within the countries that exhibit the highest amount of successful Kickstarter campaigns. In order to provide that information and review it, you would need to evaluate country by country and the different states or areas within each country to verify the locations that have the highest success for Kickstarter campaigns. We are currently able to see the data for the countries but to dig further into what characteristics make a good kickstarter campaign successful, we would need to review more detailed location data. In regards to some other possible tables and/or graphs that could be created, the collection of state by state data location for each country would be helpful to produce additional pivot tables and stacked bar charts for comparison against culture characteristics of the areas, population quantities of the areas, and preference for types of extracurricular activities within the areas.