Excel Challenge

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Based on the sample, we can conclude that the categories with the most successes are theater, music and film video. Within their respective categories, 60% of theater, 77% of music and 58% of film/video campaigns were successful. Plays were the most successful within the theater category (65%). The rock subcategory was the most successful in the music category (37%). Lastly, the documentary subcategory was the most successful in the film/video category (35%).
   2. Based on the sample, we can conclude that the categories with the most failures are theater, technology and film/video. Within each category, 35% of theater, 36% of technology and 35% of film/video campaigns failed. Campaigns for plays had the largest portion of failures within the theater category as well (33%). The wearables subcategory had the most failures in the technology category (20%). The animation and drama subcategories had the most failures in the film/video category with 19% and 15%.
   3. Based on the sample, we can conclude that the most successes occurred in April, the most failures occurred in September and the most cancellations occurred in November. According to the line graph, each state had a peak in November (33% successes, 32% failures, and 36% cancellations) and had the most campaigns running. This could be correlated to the “giving season”.
2. What are some limitations of this dataset?

The method of this data was selected could be a potential limitation. It would be best if each campaign was selected randomly (simple random sample) to limit bias and to ensure that every campaign had a fair chance of being selected.

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

We could create a line graph showcasing how the “state” of campaigns change over time as more people discover the platform. This would show if there are more “successful” campaigns because of the increase in awareness of the platform throughout the years. We could also create another chart and bar graph showcasing each category’s success/failure/cancel rate. This would be helpful because the number of campaigns in each category would have no play.