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Homework – Excel

1. Based on the results of our analysis we can determine that the three most popular categories of Kickstarter campaigns also happen to have the highest success rate. These include Theater, Music, and Film & Video. All other categories have a higher likelihood of failure or cancellation. We can also conclude that lower financial goals coincide with higher chances of success, with a goal of roughly $5,000 having the highest chance of success overall.
2. One limitation of the dataset is that we don’t know to what extent the creators marketed their campaign— Was it shared only once or several times? Do they have an extensive social media presence that can reach hundreds or thousands more potential backers than other campaigns? Were the campaigns backed primarily by strangers or those closer to the creator including friends, family, or colleagues that may have more incentive to contribute.
3. Further analysis could also include visualizations of the rate of success/failure/cancellation in relation to the length of the Kickstarter campaign or average dollar donation.