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HW1 – Excel Homework

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

According to this data set:

1. Theater is the most popular category, largely due to plays, which are 66% successful.
2. Technology is the most unsuccessful category, due to wearables and web, which have a success rate of 10% and 0% respectively. However, hardware is 100% successful.
3. Music has the highest success rate, largely due to indie rock and rock, which have a success rate of 86% and 100%, respectively. Though they are much less popular, classical, electronic, metal, and pop also have 100% success rates. Even though these sub-categories are much less popular, the sum of these sub-categories is responsible for 26% of the total category. Not all music is successful as shown by faith, jazz, and world music which each have 0% success rates.

2. What are some of the limitations of this dataset?

* According to the background information only one third of all campaigns have had a favorable outcome, but two thirds of this data set has had favorable outcomes. So, this data set includes more successful campaigns than is representative of the full data.
* This data set is about 1% of the total Kickstarter population.
* Kickstarter is still a relatively young platform, so any data analysis will be subject to this short time frame.
  + Most of this data comes from 3 years and not the 3 most recent years (2014-2016)

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

* Count of State by Year and Category
* Number of Backers and Average Donation per State
* Average deficit of failed campaigns
* Average surplus of successful campaigns