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Excel HW #1

Kickstarter Campaign Report

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

By looking at the pivot table comparing each subcategory with the amount of live, successful, cancelled, and failed campaigns, it can be noted that plays had the largest number of successes in contrast to the other categories of campaigns. Similarly, using the pivot chart that compares categories and their success/fail rates, it is apparent that theater takes the lead again in successful campaigns. Music comes in second place. The third conclusion e can derive from this data is that the highest number of successful campaigns happens in the springtime around May. Therefore, for a campaign to be successful and appeal to more people, it should be launched in the middle of the year and be related to theatre and/or music.

1. What are some limitations of this dataset?

All of the project duration times varied so it is hard to determine if it was successful or not because of the content. The short length or drawn-out length could have affected the effectiveness of the campaign. Without cleaning the data up, it was also hard to read the dates for each campaign.

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

A chart comparing the duration of each campaign combined with the success rare would be useful. That way, it can be confirmed that having lob/short campaigns can benefit/hurt for