Homework – 01-Excel

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

1. From the category analysis we can see that artistic projects—film & video, music, and theater—have a higher success rate that other categories.
2. Based on the first and last years for which we have complete data, the Kickstarter platform made huge gains in popularity, with 65 projects in 2010 and 949 in 2016.
3. There is huge variation in the success of projects by sub-category for certain parent categories, such as technology. In technology all “gadget” and “hardware” projects were successful, while within the “wearables” sub-category there was a dismal 30% success rate.

### What are some of the limitations of this dataset?

* Lack of qualitative data for successful campaigns after funding, such as customer feedback/ratings and time to deliver the product (when applicable) to backers
* Some kind of benchmark exchange rate between currencies (such as % of USD for non USD currencies) to make a meaningful comparison between funding goals without research and blending of extra data.
* Breakdown of backers by whether they received the product being kickstarted, a promotional gift such as a sticker or t-shirt, or simply made a donation.
* Breakdown of backers who made an extra donation beyond what was required to receive a product/reward.

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

* Success rate based on the “staff\_pick” and “spotlight” true/false flags
* Relationship between [sub-]category and percent funded broken down into ranges such as 10%, 25%, 50%, 100%, 150%, 300%, etc.
* Relationship between category, average donation, and funding goal