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Week 1 homework – Excel

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
   1. Kickstarter is primarily used to fund artistic projects, with Theater, Music, and Film & Video making up the majority of the projects.
   2. Food-related projects are most likely to fail, while technology projects are the most likely to be canceled.
   3. In general, projects that ask for a smaller amount of money are more likely to be successful.
2. What are some of the limitations of this dataset?
   1. The data don’t have a way to calculate conversion rate. We only know what how many backers each project has, and how much money they raised, but we don’t know how many views each project page had received or how many of these views were from unique users.
   2. We also don’t know the number of images and videos, as well as video length, for each project page. With this information, we might get an idea of how visual presentation affects success rate.
3. What are some other possible tables/graphs that we could create?
   1. We can create a graph showing the correlation between the “staff pick” status or the “spotlight” status and the success rate of projects for various categories.
   2. We can also create a 100% stacked bar graph that tracks the category composition of all the projects over the years.