Excel Homework Report: Kickstarter

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
   1. At a macro-level 53% of all Kickstarter projects actually succeed.
   2. Roughly 74% of all Kickstarter projects are based in the USA with a 54% success rate which is interesting in how close that success rate is to the entire data set.
   3. As the monetary goal increases, the number of campaigns cancelled steadily increases leading one to conclude that it is harder to get backers to back a high financial committed campaign.
2. **What are some of the limitations of this dataset?**
   1. Marketing metrics are not reflected in the data set to draw a correlation between success metrics and marketing efforts/shares of campaigns to objectively decide which campaigns have the highest likelihood of success and/or failure. Some campaigns success and failure rates could be for nothing else than a lack of marketing as opposed to the budget and category parameters.
      1. Click traffic would be another interesting field of information that could be captured to reflect marketing efforts to decipher if a certain campaign type filtered by country and/or year will be successful or a failure.
   2. The average donation/backer is not the most accurate financial metric. For summary level it is functional but it would be ideal to have subset, drill downs into individual contributions/backers to slice and dice to see the backer trends across each campaign. From there we could draw conclusions based on the timing of when campaigns hit certain percentages of goals from the time they’re launched.
      1. i.e. technology campaigns receive most backers within the first month of launching.
   3. Also currency conversion exchange rates affect how we compare the financial goals and backing.
3. **What are some other possible tables/graphs that we could create?**
   1. Timeline visualization of date created and date ended of the campaigns to distinguish how long certain campaigns last and then drive into correlations between success percentages.
   2. Another bar chart visualization between staff picks and spotlight would be interesting to see how that affected the success/failure/cancel rates with a filter for categories.