Excel Challenge Overview

Tanner Riebel

1/7/2021

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

* A majority (73%) of Kickstarter campaigns originate in the US
* Theater category campaigns have the highest total successful Kickstarter campaigns
* 25% of Kickstarter campaigns fall under the sub-category of plays

1. What are some limitations of this dataset?

* Does this data accurately reflect all Kickstarter campaigns? Only 4,000 of 300,000+
* No insight into the effect of outside variables like how popular the “creators” of the campaigns were. Could have a direct effect on success
* Deeper breakdown into backers. What percentage of backers we’re known friends/family/relatives? Are there any outliers in backer contribution? Were there campaigns that had 1 backer donate 95% then 2,000+ backers donate 5%?
* Not clear *why* certain campaigns got spotlight / staff pick compared to others
* “Members per campaign”  -- How many people are “invested” in making the campaign a success?

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

* Tables/Charts breaking down country performance
  + Rate of success
  + Average goal value
  + Etc.
* Tables/Charts breaking down spotlight campaigns vs non-spotlight campaigns
  + Rate of success
  + Average goal value
  + Etc.
* Tables/Charts breaking down staff\_pick campaigns vs non-staff pick campaigns
  + Rate of success
  + Average goal value
  + Etc.