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Excel Homework: Kickstart My Chart

**Background**

Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends.

**Results**

**Conclusion**

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

The three conclusions that we can draw about the Kickstarter campaigns are that the theater category tends to be more successful than most other categories at meeting funding goals. Within the theater category, we can see that plays are the most successful which can be an impact on why theaters tend to reach the intended successful outcome. Lastly, we can see that campaigns are more successful than not at reaching their goals over the course of a year with a decline in success rate towards the end of the year.

1. What are some limitations of this dataset?

One limitation of this dataset is that some of the campaigns were created and ended in different years. This can be an impact because each year can have an economic impact that would help the success or decline in each campaign reaching their funding goal. We can see that now with the impact of COVID-19 on the economy for 2020 and 2021 so far. So, if one year was more economical stable than the next, some campaigns could struggle with funding. Another limitation of the dataset could be the difference in the amounts of funding gained in relation to the actual goal needed during the start and end date of the campaign. Some categories had relatively small amount of time such as 5 days which could impact their funding amount. If the campaign had more time, we may see a correlation in increased funding.

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

If we want to be more specific in the success rate of each category, we can create pie charts to see which sub-category had the most impact for the success of the parent category. Pie charts can be a great visual to show the greatest contribution of each sub-category in a quick and easy way. We could also use a scatter plot to show the correlation of success rate for each category or sub-category for the year.