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Excel Homework Conclusions

1. The first conclusion we can draw from this set of data about Kickstarter campaigns is that these campaigns were mostly successful, with more successful campaigns than not. The second conclusion that can be drawn is that campaigns were less likely to succeed during December, likely due to the holiday season. The last conclusion is that there was the relative same amount of failed and canceled campaigns during December, but significantly less successful campaigns, which can only mean that there are less campaigns overall, as we confirm from the pivot table. However, the conclusion I want to attempt to make relates is that people may rely less on Kickstarter during the holiday season because it’s usually a time people save their money for, which is why there would be less Kickstarter campaigns overall during December. Also, just for fun, the data shows that plays have many more successful campaigns than anything else in the data.
2. Some limitations from this dataset are that it seems to show that Kickstarter campaigns are mostly successful, when we are told in the background that “only a third of all campaigns have made it through the process with a positive outcome.” This limitation implies that this is an incomplete dataset, or it does not relate to all campaigns, and/or has some type of unknown source of positive success rates that could be further analyzed.
3. Other types of tables and/or graphs we could create are graphs which show the comparison of successful versus failed campaigns by date, and number of backers. Statistical analysis on this data could also show the propensity for a campaign to succeed or fail based on the date. In other words, to determine “In the month of X, an average of Y backers would be needed to reach your goal. There could also be another based on the final goal totals versus the amount of successful and failed/cancelled campaigns.