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Excel Homework: Kickstart My Chart

1. Given the provided data, the first conclusion we can make is that more Kickstarter campaigns were successful than all other categories combined with 2,185 successful campaigns out of 4114 total. There were 1,530 failed campaigns and 349 failed campaigns which sum to 1,879 failed or canceled campaigns together which is still less than the total number of successful campaigns. The second conclusion we can make is that the campaigns launched in the first two quarters of the year (Jan-June) had more success than the last two quarters of the year, while the number of failed campaigns were greater in the last two quarters of the year (July-Dec) than the first two quarters. The first two quarters counted 1,201 successful campaigns over 984 successful campaigns in the last two quarters. The first two quarters counted 738 failed campaigns under 792 failed campaigns during the last two quarters. The last thing we can conclude is that certain sub-categories tended to be more successful than their counterparts. For example, in the category of Film & Video, the most successful sub-category was documentaries which had 180 successes and 0 failures, while animation had 100 failures and 0 successes. When comparing categories, certain ones were favored or more successful than others, such as the category of Food having 34 successes and 140 failures total compared to category of Film & Video which had 300 successes and 180 failures. This data shows that certain categories were far more successful than others, and certain sub-categories also varied greatly in their success.
2. The most obvious limitation to this dataset includes the lack of visual graphs or charts, aside from the one line-graph. Limitations of this dataset include the canceled Kickstarter campaigns. The data does necessarily explain why certain Kickstarter campaigns were cancelled, and whether they could have been successful had they not been canceled. Another limitation is that although certain categories had higher or lower goals than others, the data does not consider the costliness or the accuracy of set goals in comparison to how much the Kickstarter group actually needed. Certain groups may have overestimated the amount they needed, while others may have underestimated. Certain categories may be more costly than others, and thus not as likely to reach their desired goal. Another limitation of this dataset includes the amount of time certain Kickstarter campaigns were open to donations. Some groups ended their campaign after a few weeks, while others ended theirs after several months.
3. A pie-chart or other visual graph could be made that shows the ratio of successful to failed campaigns per country. Likewise, a bar graph could be useful to visualize the ratio of successful to failed campaigns per category, such as film & video and music. Another table that would be useful would be one that measures the amount of time it took for each Kickstarter campaign to reach their goal.
4. ## Bonus Statistical Analysis: After calculating the mean, median, min, max, var, and std of the successful backers and failed backers, we can conclude that the median more accurately summarizes the amount of backers per successful campaign at 62. The successful backer’s data is skewed right, with a Max outlier at 26457 backers in a single successful campaign. The failed backer’s data does not vary as dramatically with a Min at 0 and max at 1293, allowing us to use the mean at 17.7 to more accurately represent the data. There is clearly more variability with the successful campaigns than the failed campaigns at 844 standard deviations to 61 respectively. This makes sense because there is a lot of variability in the amount of money each campaign is seeking, as well as variability in the amount of money each person decides to donate, whereas for a campaign to fail it can simply have no backers, keeping the data relatively similar.