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Data Analytics

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Excel Homework: Questions

Q1: Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

1. We can conclude that close to 50% of all Kickstarter campaigns are successful; 2185 successful campaigns versus the 4114 total campaigns (including live campaigns).
2. We can conclude that Journalism category has a 100% cancelation rate. If you wanted to bet on a Kickstart campaign that will get canceled, you’re chances of having Journalism cancel is 100%. Therefore, betting Journalism would be a good choice.
3. US has the most campaigns at 3038 of the 4114 total campaigns. GB has the second most campaigns at 604 of the total campaigns. Thus, the money is mostly in the US for the campaigns.

Q2: What are some limitations of this dataset?

1. I think not having one currency makes this data a little messy when comparing dollar amounts. There should be a currency conversion column to one currency. However, the exchange rates change on a daily basis. Setting up a table for the conversion would be necessary but doable with vlook formulas.

Q3: What are some other possible tables and/or graphs that we could create?

1. For this particular data, I think plot graphs will be more useful to comparing Kickstart campaign relationships. When I was going through the data, knowing how many backers of the campaign is an important variable when looking at the success rate. I also think looking and comparing number of backers to campaign pledges and goal are also equally important. The extra work (new sheet) provides looking at goals vs. its success. Being able to see a countries relationship to its successful campaigns will allow us to category campaign trends, and that could be useful for target marketing.