**Ricardo Pérez Mendoza**

EXCEL HOMEWORK

**Kickstart My Chart Report**

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

The first conclusion that we can draw after analyzing the Kickstarter data is that the main category of campaigns shows a differentiated behavior of the success rate. The three most successful categories are Music, Theatre and Film & Video. The worst success rate is in the Journalism and Food categories. In the case of journalism, it is important to mention that there have been no successful campaigns because they were all canceled. It is also important to mention that in the Technology category, cancelations are an important factor in the low success rate.

The second conclusion is that the sub-category is even more important than the parent category, which should therefore be considered only as a marker for general trends. The sub-category has a very distinctive behavior despite its parent category. For example, in the Food category (worst success/fail ratio) the Small Batch sub-category has an undisputed success rate, without failed or canceled campaigns. On the other hand, in the Music category (best success/fail ratio), genres such as Rock, Pop, Metal, Classical and Electronic music have successful-only campaigns, whereas genres such as Jazz and Faith do not have one successful campaign. The key conclusion is, as stated by the popular quote in the marketing industry, that the riches are in the niches.

The third conclusion is that the launch date of a campaign is a factor in the likelihood that a campaign will succeed. Seasonal behavior can be observed in the general aggregate: campaigns launched in May tend to have more success than those launched in December. But, in this case, it is essential to review seasonal behavior for each category (as industries have their own seasonality). For example, in the games category January and November show a better chance of success than the period from April to September.

1. **What are some limitations of this dataset?**

The data set for Kickstarter campaigns is quantitative, and finding patterns and trends can be extremely useful, but may miss some key points that can make a successful campaign. For example, there is no way to assess the quality of the proposal: its creativity, technical and manufacturing limitations, or the viability of its deployment as a final product. On the other hand, this set of data does not allow the assessment of the buyer side: the preferences of supporters, the motivations behind the investment in a proposal, or the position of the proposal against the available market.

In terms of quantitative data, detailed information would be useful. For example, being able to understand cancellation behavior through a “reason for cancelation” field.

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

I think the case of niches should be reviewed more deeply by making a table of 100% *[ success / (success + failed + canceled) ]* ratio campaigns and try to relate it to different variables such as backers count, percent funded, average donation and country.

A parameter of “highly successful” campaigns (pledge exceeding the original goal factor) could be defined to look for a pattern that explains how these campaigns managed to exceed the goal, in order to replicate it consistently.