Excel Homework Report Russ Collins

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

* 1. Journalism is a non-starter when it comes to Kickstarter. It does not appear that people are interested in paying/investing in start-up journalism.
  2. Music has a seemingly high success rate. However, it is highly diversified by sub-category and likely higher volume of start up attempts than a traditional business.
  3. According to the data, December has the lowest success rate for start-ups.

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

This data set is limited but many things. While the Country is included, we have no further geo/demo information to help us pinpoint trends.

While it is not exactly a limitation that couldn’t be cleaned, it appears that the currency is not standardized in a way that we could accurately portray the trends without converting to a single standard.

A final observation is that there is no reason given for the “state” of the project. We are unable to determined an underlying cause for failure or cancellation outside of fundraising. There could be multiple factors that would play a role in the success a campaign and it is hard to determine solid statistics based only on monetary goals.

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

Graphing success/failure/cancellation rate vs. launch to date ended would be helpful for any kickstater to set expectations for forecasting a fundraiser.

A table that shows the average “goal” amount of successful campaigns per category would be helpful.

It would also be helpful to just categorize the success or failure of kickstarter by country. This would require currency adjustment and population considerations at the very least but based off of our data set, we can draw sample pools