Ryan Lessig

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**Homework #1 – Excel Report**

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
   1. Campaigns with less than $9,999 are typically more successful than those above $9,999. These campaigns have higher than 50% success rate while campaigns above $10,000 are only successful a max for 49%.
   2. The failure rate of a campaign is closely correlated to the increasing goal dollar amount.
   3. The outcome of campaigns by creation data is interesting. Canceled campaigns are fairly steady with a minimum of 20 per month and max of 44 (variation of 24) by month. However, when you look at successful campaigns, there is a sharp spike of successful campaigns launched in May followed by a sharp decline throughout June, July, August and September. This decline alone accounts for variation of 86.
   4. The “Plays” sub-category is over 25% of the total campaigns analyzed.
2. **What are some of the limitations of this dataset?**
   1. As stated in my last conclusion; it is possible that the vast amount of “Plays” within the dataset skews the remainder of the data. We might want to get either more data or increase the time from to include more years to smooth out the trends.
   2. The dataset does not include at which level the bakers contributed to the campaign. Some campaigns possibly have more small level donations then high level which might produce interesting trends in the dataset.
3. **What are some other possible tables/graphs that we could create?**
   1. It would be interesting to see the average time frame it takes for campaigns to reach their goal by metrics such as a launch day, category, sub-category and goal. It is possible for someone to leave their campaign open for longer than others within its same category and goal range. This means that not all campaigns are equally “successful”; one campaign could be successful in 10 days while another could be over years.
   2. We could look at how the outcomes compare to whether or not the campaign was spotlighted, or a staff pick. These campaigns might be more successful due to the increased exposure.