Samantha Brown

Due date – 9/25/2021

Excel Challenge – Questions

1. Given the provided data, what are the three conclusions we can draw about Kickstarter campaigns?
   * We can conclude that specific categories are more common in our data set than others, notably theatrical campaigns are the most common.
   * Theater, specifically plays, are the most common campaigns out of this data set, but also in not the most successful out of the total. There are more launches during the spring and early summer, versus the wintertime. There are in total almost as many failed and canceled campaigns as successful ones.
   * That if a campaign only achieves a low number of backers, then the campaign will fail to meet its goal. The higher the backer count, the likelier it is that the campaign will at least achieve its goal.
   * That the higher the goal is set as, the less likely it is to succeed at making its goal.
2. What are some limitations of this data set?
   * We appear to have more campaigns that are literature, art, and theatrical based versus ones that are tech, science, math, or are in other categories. It is unclear if this is an accurate representation of the entirety of Kickstarter.
   * We are not presented a breakdown of backer information, such as actual donation amounts.
3. What are some other possible tables and/or graphs we could create?
   * Number of backers vs success rate
   * Percentage of goal made vs category
   * Average pledge vs success rate