Samuel Ferreira

Excel Homework

1. There are many conclusions that can be made from this data set. Firstly, Kickstarter campaigns that could be categorized by theater, music, or film and video have a significantly higher chance of becoming successful compared to any other category, both in shear volume of successful campaigns but also the percentage of successful campaigns in those three campaigns are significantly more likely to become successful as seen by the stacked column chart on the Category Stats chart. Secondly, the rock, hardware and documentary campaigns were almost always successful whereas all of the other subcategories had a lot more unsuccessful campaigns according to the pivot table and graph in the Subcategory Stats. This shows that the people on Kickstarter are probably more interested in these subcategories compared to all of the other ones. Another conclusion that can be made is that campaigns seem to be more successful during the beginning months of the years compared to the latter half of the year. This can be seen in a spike in Launch Data Outcomes graph that shows more successful campaigns in the beginning part of the year (especially April and May) compared to a low amount of failed campaigns during that time and a stable amount of canceled campaigns during that time.
2. A constraint of this data set is only having a year’s information. With more time better assumptions can be made about if there is a meaningful correlation between the date the Kickstarter was released and if it was successful or not.
3. We could create a pivot table comparing the goal that the campaign was asking for with the state that the show reached use filters with the category of media to see if there are greater overarching trends with a category of media, the campaigns cost and its state of success.