**Excel Homework: Kickstart My Chart -- Scott Cerny**

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

1. It is clear from the data that the lower the goal, the more likely it was going to be successfully funded. This also makes sense logically, but the data confirms it. The percentage of campaigns that successfully meet the goal drops significantly as the size of the goal increases as seen in the table below.

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| --- | --- |
| **Goal** | **Percentage Successful** |
| Less than 1000 | 71.08% |
| 1000 to 4999 | 66.01% |
| 5000 to 9999 | 53.21% |
| 10000 to 14999 | 47.73% |
| 15000 to 19999 | 46.77% |
| 20000 to 24999 | 41.89% |
| 25000 to 29999 | 40.15% |
| 30000 to 34999 | 39.02% |
| 35000 to 39999 | 47.27% |
| 40000 to 44999 | 48.84% |
| 45000 to 49999 | 28.57% |
| Greater than or equal to 50000 | 19.37% |
| **Total** | **53.76%** |

1. The data also showed that many sub categories had a 100% failure rate. Examples of this are: animation, children’s books, drama, fiction, gadgets, jazz, mobile games, nature, people, places, restaurants, and video games. These campaigns should be re-evaluated to see if there is a better way to run them so that they can become successful in the future. Perhaps looking into some sub categories that had a high success rate would provide some guidance. Examples of sub categories that were 100% successful include rock, documentary, and hardware.
2. The music parent category had a much higher success rate than other parent categories. In fact, the majority of sub categories under music were 100% successful. Perhaps these campaigns can be used as a good example or template for other future campaigns.

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

1. One limitation could be that we only have 4,000 projects in our data set when there are actually over 300,000 projects on Kickstarter. It is still a pretty decent sample size, however.
2. There isn’t much detail about the campaigns as far as strategy goes. If we had some further breakdown of how each campaign was presented/implmented in the data set, we could possibly give better analysis on how to make future campaigns more successful.

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

1. We could create a table or chart that shows the success based on the length of time that a campaign was live. If longer campaigns are significantly more or less successful, it would be good to know that.
2. There are two columns called staff\_pick and spotlight that we did not use in our analysis. Perhaps creating a table/chart using those sets of data would provide us with more insight into whether or not they affect a campaign’s success.
3. Even though we calculated the average donation amount, we didn’t really use it in our analysis. If we took a closer look into this, it might tell us something about whether or not the campaign should be going after larger donations by fewer backers or if have a lot of backers with smaller donations is preferred.

**Bonus:**

**Use your data to determine whether the mean or the median summarizes the data more meaningfully.**

In this case, both the mean and the median do a pretty good job of summarizing the data. The more backers a campaign has, the more likely it is to be successful. Since there doesn’t seem to be any outrageous outliers in this data set, I would lean toward using mean because it still does a better job of taking into account all the data points than median does.

**Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

There was more variance in successful campaigns than there was in unsuccessful ones. That said, it was still clear that have a higher number of backers greatly improves the chances of a campaign succeeding. Some campaigns were able to succeed despite a small number of backers, but having many backers is still very important for success. The range in number of backers for unsuccessful campaigns was also much smaller, which also can help explain why those campaigns didn’t have as much variance.