Excel-Challenge Report

# Kickstarter campaign conclusions

Across all categories, music has the highest rate of success, followed by theater and film & video, though theater has the highest number of campaigns. Food, on the other hand, has the lowest rate of success. Although Kickstarter is available worldwide, the vast majority of successes (2017 out of 2185) were based in either the US or Great Britain. While the overall trend shows a spike in successes for campaigns launched in May, certain categories followed a different pattern. For instance, food’s success peaks in the beginning of the year.

# Limitations of dataset

It is unclear whether our sample data was randomly selected from Kickstarter’s entire data set and therefore representative of that dataset.

There are varying numbers of data points available across the range of categories. While technology comprises 600 data points, food only has 200; so while we may be able to find trends in either, there are dramatically different levels of confidence in those trends. The spread of data was rather uneven also in certain sub-categories. Out of category theater’s 1,393 data points, sub-category plays made up 1,066 data points, with the remaining 300+ data points split between other sub-categories.

There were fewer than 24 data points in the journalism category and they were all canceled; therefore it is impossible to ascertain any reasonable insights.

# Other tables/graphs we could create

Table and stacked bar graph of how long campaigns lasted.

Table and stacked bar chart comparing campaign states by country.