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Unit 1: Excel

Homework #1 Report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. In general, projects involving elements of the entertainment industry prove to be the most fruitful, with the *film & television*, *music*, and *theater* categories holding the largest counts of success.
   2. Kickstarter campaigns rose in popularity between 2009 and 2015, beginning with a grand total of 14 projects in 2009 and culminating in a grand total of 1226 projects in 2015. Afterwards, however, there seemed to be a reduction in popularity, with Kickstarter projects dipping down to a total of 949 in 2016 and a total of 147 for the first three months of 2017 (less than the 279 projects introduced in the first three months of 2016). This may be a product of the ratio of success to failure for 2014 and 2015. That ratio was approximately 1.1 in favor of successful projects, a decrease from the 3.0 ratio of 2013.
   3. Kickstarter campaigns are not well suited to projects involving the food, gaming, journalism or publishing industry, being as it has a low rate of success in each category.
2. What are some limitations of this dataset?
   1. One particularly limitation of this dataset is that it does not include a lot of information about project sponsors. For the purpose of analysis, it may be helpful to know whether or not founders of successful projects produced a positive outcome with their first foray into crowdfunding or had to make more than one attempt. If the latter were the case, perhaps we could be provided with information to qualify how their strategy changed.
3. What are some other possible tables and/or graphs that we could create?
   1. We could create a graph that lists the number of backers, the percentage funded and the average donation for projects of a certain category in order to quantitatively asses the margin of success/failure for each project.