UCB – Excel Homework 1

Unit 1 | Assignment - KickStart My Chart

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
   1. The theater category had the highest number of unique campaigns (1393), which was 32% of all kickstarter campaigns across categories. It also had the highest number of successful campaigns (839), which was 38% of all successfully funded campaigns across categories. However, although it was highest in terms of absolute criteria, when compared relative to the category specific data, the music category had the highest number of successfully funded campaigns (77%). Journalism was the weakest link amongst the Kickstarter campaigns with a 0% conversion.
   2. There were 13 sub-categories (classical music, documentary, electronic music, hardware, metal, nonfiction, pop, radio & podcasts, rock, shorts, tabletop games, television) which had a 100% success rate and were fully funded. Plays sub-category, however, while not fully funded but funded about 65%, was the single largest sub-category campaign, being 4 times larger than the next largest subcategory (rock).
   3. We notice a steady decline in campaign success from May (peak) through September. While it picked up slowly in October, it declined again by December having the lowest number of successful campaigns.
2. **What are some of the limitations of this dataset?**
   1. Would be great to see the detailed view of a specific campaign in terms of when the backers pledged funds, so we can view the campaign trends. Currently we can view this on a grouped level across category or sub-category.
   2. The data itself gives a macro view on what is being funded or what is not being funded, but doesn’t allow us to ask additional questions that would give rise to the ‘why’ is this being funded over another category. To answer the ‘why’, data on the backers, more detail on location, demographics, etc, would be helpful.
3. **What are some other possible tables/graphs that we could create?**
   1. Count of campaigns by state by country
   2. Count of backers by category & sub-category
   3. Count of backers by country
   4. Sum of pledged by category & sub-category with filter of state