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Project 1

Data Visualization with Excel

**Questions:**

1. **What are three conclusions we can make about Kickstarter campaigns given the provided data?**
2. **What are some of the limitations of this dataset?**
3. **What are some other possible tables/graphs that we could create?**

1-We can conclude that from all the main categories of data provided, music and theater have been the most successful in raising funds followed by film and video , whereas technology has had a mixed outcome with a similar number of successes, failures and cancellations around 200 approximately. We also see in the first pivot chart that journalism has had no successes or failures but only cancelled projects totaling a count of 24.

Given the sub-categories, plays have been very successful in raising funds but have also suffered a significant amount of failure. Documentaries have also had a fair number of successes at a count of 180. In the music category, rock music and indie rock have also been successful in raising funds.

We can also observe that the number of success and failure seems to be going up and down throughout the year and very few projects have been cancelled. There has been a decline in the success of projects between May and October. It seems that this duration has not been good in general for the projects over the years. The number of cancellations has been consistently under 50; the number of failures has been dwindling between 100 and 150 and the number of successes has been mostly above 150.

2- One of the biggest limitations of this dataset can be the under-representation of the population and also bias. The dataset consists of only 4000 cases and all sub-categories may not be accurately represented. For example, journalism and games may have a larger share in the population which could have been under-represented here. It would be much reliable if we knew what percent of the total projects each category holds and then we could check if our sample also has a similar distribution.

3- We could create a graph of contributions by country to see which country contributes the most amount of funds. We may also find out how long it took for the project to reach its goal, whether they could reach it in time or not.

We could do a backers count by category to find out which category is backed most and see if it is successful. This will help us determine the relation between count of backers and success or failure of a project. We could also include average donation in this investigation and see if that affects the outcome or not.

We can also edit the filters in the pivot table to get a quarterly or a yearly summary of the state of the projects. This will help us determine which year had the most successes and which year had the most cancellations; we may further investigate the cause of this. We can also find out if economic stability of the countries affect the amount of contributions and the subsequent cancellation of a project by breaking it down year by year and finding a pattern or a relationship between the economic conditions of the country. For example, we can find out if Brexit or the economic slowdown led to the cancellation of a project or did not get it funded in time.