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Excel HW Report Questions

1. One trend seen from the pivot graph measuring success against parent categories is that both popularity and success within Kickstarter seem to lie in audiovisual media, i.e. music, film, and theater. Another conclusion from the sub- category graph is that plays alone make up a quarter of the total Kickstarters, as well as roughly a third of the successes. From the graph measuring the year against success, we can see that although failures and cancellations do not seem to fluctuate consequent to the month created (live projects were only represented for the first few months) success rates seem to drop significantly going into the summer, right around May- June.
2. One limitation of the dataset is that it does not account for more recent Kickstarter endeavors. To be more accurate for today it would have to be at least within a couple of months as opposed to the 3- 4 year lag it appears to have. Another limitation lies in the fact that there is no numeric way to measure the success of a “good” or “bad” blurb, which, I would imagine, has a decent level of importance in the success of a Kickstarter project.

* Measuring success by year rather than month to see trends over decade
* Measuring success against staff picks/ spotlights to see their effect on success potential
* Measuring success against the length of time of a Kickstarter campaign
* Measuring average donation against categories to see which categories have the most extravagant beneficiaries