**EXCEL HOMEWORK 1: KICKSTARTER CAMPAIGNS**

**Objective**: uncover any hidden trends for successful vs failed campaigns

**Major Assumption**: Success defined as meeting or exceeding initial goal, other factors not withstanding

1. **Conclusions**

* This data shows that, out of the 4114 projects, 2185 (53%) were successful in meeting the initial goal, with Music 540 (77%), Theater 839 (60%) and Film & Video 300 (58%) being the most successful categories and Journalism the being the least successful. These three categories made up a third of the campaigns, which seems to confirm the premise that only a third of the kickstarter campaigns make it through the funding process with a positive outcome.
* An analysis of the sub-categories shows that, the music category had the most successful campaigns by sub-category; rock 260, classical 40, electronic 40 Pop: Film &Video; documentary 180, shorts 60, television 60: Theater, plays 694: Technology, hardware 140 were the most successful. This would indicate that you have a higher chance of success if your campaign is in these sub-categories.
* The general trend seems to indicate that more campaigns succeed in the first half of the year, May (234) being the highest, than the latter part of the year with December (111) being the lowest.

1. **Data set Limitations**

Success defined as meeting or exceeding initial goal does not take into consideration other factors such as the amount of the initial goal or the cost and time spent on marketing and promoting the campaigns. It is easier to meet a goal that was set at $1 than it is one that was set at $50,000 at a significantly lower cost and in less time.

The data assumes market conditions are homogeneous across countries, over the same period of analysis. Realistically, a campaign in a certain category may do well in one country and fail in another or fail in one year and succeed in another.

1. **Possible tables and/or graphs**

* Tables and charts showing the relationship between the amount raised by successful vs unsuccessful campaigns.
* Graph showing the relationship between the initial goal and success/failure.
* Table/chart showing what categories get funded the most