

## Excel Homework 1 – Rebecca Mih

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?
  - The most popular kickstarter category for submissions is : Theatre
    - o The most popular kickstarter sub-category is: Plays
  - The most successful kickstarter projects (% successful) are: Music, Theatre and Film
    - o There are a number of sub-categories which have 100% success and should be encouraged for more submissions
      - Pop, Rock, Classical, metal
      - Podcasts
      - Plays, Non-Fiction
      - Television, Shorts
      - Hardware
      - Tabletop games
  - The country with most submissions was (not surprisingly) the USA by a long margin, followed: Great Britain, Canada
2. What are some of the limitations of this dataset? What are some of the limitations of this dataset?
  - The biggest limitation of this dataset is that we were given ~4000 launched projects in the data to analyse, but it says in the background that there have been 300,000 kickstarter projects launched
    - i. So that's like ~1.2% of the data. I don't really know how good of a proxy this data is, to the actual data out there.
  - The data misses some areas which could help answer the question of ways to improve kickstarter success rates. For example, is there any of this data available:
    - o More data on the incentives / rewards for backers (i.e. would likely be the product, or some other award) which may influence the backer
      - Number of types of rewards
      - Expected sales price of the product / reward
      - Price proposed for backers for product / reward
    - o More information on the backers – age / gender / regional demographics (for US)
    - o More on how the Kickstarter Campaigns were carried out
      - How many emails were sent
      - How many media posts (social and conventional)
      - # of Endorsements
      - Type of Endorsements (famous people, institutions, etc)
3. What are some other possible tables/graphs that we could create?
  - a. Fund Targets by Category / Sub-Category (Successful vs others)
  - b. Number of backers by category and sub-category
  - c. Average donation by category and sub-category

- d. Analyse additional data (more of the 300,000 projects, and with more details as mentioned above)
- e. When there is enough data, re-aggregate the data by region (Asia, North America, Europe, etc) and re-do the analysis to see if more trends show up