

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? Data which gives a better understanding of the customers (backers) may be helpful to predict success better. For example:
 - a. More data on the incentives / rewards for backers (i.e. would likely be the product, or some other award) which may influence the backer
 - i. Number of types of rewards
 - ii. Expected sales price of the product / reward
 - iii. Price proposed for backers for product / reward
 - b. More information on the backers – age / gender / regional demographics (for US)
 - c. More on how the Kickstarter Campaigns were carried out
 - i. How many emails were sent
 - ii. How many media posts (social and conventional)
 - iii. # of Endorsements
 - iv. 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. Re-aggregate the data by region (Asia, North America, Europe, etc) and re-do the analysis to see if more trends show up