Excel HW 1

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

The most successful categories of Kickstarter projects are Film & Video, Theater, and Music with success rates of 58%, 60%, and 77% respectively with Theater as the most popular category at 1393 total projects. Music is second in popularity with 700 projects (avg # of projects per category is 457).

The vast majority of Kickstarter projects are plays; plays are the largest sub-category by far with 1066 projects while the average number of projects per sub-category is about 100. These projects are also relatively successful with a 65% success rate compared to the sub-category average of 53%.

The sub-category of a project has a large impact on the chances of success for the project. Out of 41 sub-categories, 20 have a 0% success rate and 12 have a 100% success rate leaving only 9 with a mixed success rate.

1. What are some limitations of this dataset?

This data set could be improved by adding more criteria for each project. This data set only pulls the basic information about each project, but doesn’t include much information from the campaign pages. On Kickstarter the campaign page is the main page for each project that people read before they decide to pledge or not. Information on here can include but is not limited to: amount/variety of pledge rewards, delivery time for rewards, length of the description campaign page, amount of graphics (videos, pictures, songs, etc.) on the campaign page, and frequency of updates on the campaign page.

1. What are some other possible tables and/or graphs that we could create?

Another table/graph that could help evaluate these Kickstarter projects further would be focused on the average donation. Since there is some risk attached to donating towards these projects, the average donation could be a big factor in the amount of people that pledge money because people would be more willing to pledge a small amount of money rather than making a larger one.