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Excel HW Questions

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

* By parent category, theatre projects tend to over-index in volume & success rate
* By sub category, plays are by far the most popular types of projects initiated & funded on Kickstarter (26% of total)
* Majority of Kickstarter campaigns (74%) are from the United States
* Projects tend to be more successful during summer months, peaking in May

What are some limitations of this dataset?

* No details around incentives provided per donation level (or lack thereof)
* Doesn’t capture any detail around media/coverage projects received (i.e. if the project owners are famous, their projects might automatically be more skewed to succeed)
* Location (beyond country)
* Inconsistent “live” duration between projects

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

* We can look at the impact that being “staff picked” has on success rate
  + Total: 53% success rate
  + Non-Staff Picked Projects Success Rate: 48%
  + Staff Picked Projects Success Rate: 87%
* Correlation between goal & success rate (i.e. do lower goal $ = higher rate of success?)