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Excel Homework Report – December 18, 2019

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

In looking at the data from this calendar/time based angle, I see a few conclusions that can be drawn

* Campaigns are usually initiated in the first quarter of the year. I can see that all campaigns were started/went live in Jan, Feb, and March over the course of several years, and after that time period has past, campaigns did not go live.
* In the middle of the year (April, May, June) campaigns usually have some sort of action take place: either they succeed with their goal, or they fail
* The summer months (July, August, Sept) seem to be a time when activities decrease across the board (cancellations, successes, even failed kickstarters dropped), perhaps due to people traveling for summer and not actively tending to the campaigns. But toward the end of the year, activity kicks up again likely due to projects wanting to close out the year, one way or another.

2. What are some limitations of this dataset?

It’s understood that this way of fundraising is fairly new, but the dataset is less than ten years of data. While some conclusions could be gleaned from the data as is, as the data set grows larger, then the predictions will be more accurate.

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

* We can look at the data to compare different categories to each other to see if we can see any performance differences
* We can look within categories to see if there is variation and performance differences within that group
* We can drill into the months to dig deeper into when changes in activities happen with Kickstarters to see if we can glean more information about what events/time of the year spark changes in the kickstarter activities.