Excel Assignment – Tim Barry

1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

The first thing that stood out to me from the visualizations generated was the statistical outlier of how many theater (as a parent category) and plays (as a sub-category) Kickstarter funded. Those categories represented a significantly high portion that any other categories or sub-categories. From this I believe we can conclude that the independent theater/play industry relies heavily upon Kickstarter to fund their productions. One interesting side note to this first observation is that when filtering our first pivot table chart to view only German Kickstarter projects, technology exceeded all other categories. This was not surprising to me at all, having studied engineering in Munich. German culture is quite industrious, and technology focused.

Another observation was that the music category has by far the highest rate of success at nearly 80% goal completion. Outside of faith, jazz and world music subcategories, the success was nearly 100%. While I would like to see a larger sample size for certain subcategories, I believe we can conclude that Kickstarter is a great platform for musicians raise funds for their next album/project.

On the other hand, there was a very dismal 17% success rate for the food category. The small batch subcategory, surprisingly, had a 0% fail rate (six projects were still live). However, the food truck and restaurant categories had a 0% success rate. While the sample size was only 200 projects, I believe we can conclude that Kickstarter is not the best platform for funding a food projects, outside of small batch projects.

There is a noticeable dip in successful projects in the month of December. Naturally, one would think that will all the holiday spending, a project is less likely to be funded. However, I don’t believe we can make the conclusion that it would be ill advised to launch a Kickstarter project in December. Perhaps Kickstarter project managers are anticipating less backers during the holiday spending period. I delve a little further into this in my response to question three.

1. What are some of the limitations of this dataset?

One limitations of the dataset is the sample size. As of this year, Kickstarter has successfully funded over 150,000 projects. That number doesn’t include the failed, canceled or live projects. Yet we only have 4,114 projects as our sample size in this dataset. This leaves me to wonder if there might be missing data that is influencing our assumptions.

Another possible bias to consider is that many Kickstarter projects, especially smaller ones, are largely funded by friends and family. I’m not sure how we would be able to collect the data which projects were significantly funded by friends and family, but If we were to, I think we could alleviate that bias and gain even further insight into Kickstarter project trends.

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

I’d like to be able to filter by category in “outcomes based on goal” on a pivot table chart, rather than a standard spreadsheet chart. Perhaps that would help us gain insight into success rates of different categories compared to size of goal rather that looking at all categories at once.

A pivot table chart comparing the dates when projects where first launched vs the count of state would be helpful to understand the dip in successful projects in December.